Preface

In today’s era when Information Technology is becoming a key resource for organizations to enable them to compete in the marketplace and address fast changing customer expectations it becomes important to address the gaps in research that still remain in the area of IT adoption and particularly in the Indian context. This research aims to reduce the gap in and contribute to understand better the role that internal organizational factors play to either deter or aid the IT adoption process in the organizations.

Since late 1990s and early 2000s, IT started influencing the work practices in organizations. This influence even extended itself to threaten the status-quo of the organization structure, design, marketplace and even whole economies also. This led to managements committed to invest huge amounts in latest technologies so that they are not left behind in this competitively intense arena. Still there is an element of uncertainty about the value that they will derive out of these. Due to a combination of these factors there is a spurt in research activity in this area worldwide.

In India the Indian banking industry which was operating in a particular style prior to 1991, had to undergo a massive transformation after the deregulation and economy opening up process started. The strategic tool that was chosen for aiding this process was information technology and most of the banks went through adoption of various stages and forms of IT over the years and the process is still continuing. The challenges to this IT adoption process appeared to be mainly in
the form of entrenched cultural orientations and fears over the new technology due to various factors.

This study was conceived to look at the various forms of IT being adopted by Indian banks, develop a model of interaction of organizational orientation and IT adoption process and evaluate the influence of organizational orientation in form of technology orientation on the IT adoption process in Indian banking industry.

The study consists of seven chapters. The first chapter introduces the background, states the problem, justifies the reasons for the study and defines the research objectives. In the second chapter an attempt is being made to review existing literature focused on organizational orientation as a part of culture, information technology, information technology adoption and Indian banking industry. The third chapter concerns itself with defining the purpose statement, conceptual framework, development of model constructs and stating the research hypotheses. Fourth chapter covers the research procedure and elaborates on the instrument development, pilot testing, sampling procedures and questionnaire, reliability and validity and the data analysis. In the chapter five detailed analyses is presented on demographics and each model construct. Chapter six covers the testing of conceptual model. And finally the summary, conclusions and suggestions are presented in the last chapter seven.