

"An Empirically Derived Model for the Adoption of Customer-Based Interorganizational Systems," *Decision Sciences*, Vol. 24(3), 603-640, (1993).

Information systems (IS) researchers are now calling for the need to draw from the empirically rich field of organizational innovation. As the impact of strategic systems is increasingly being felt by organizations, the view that these systems are innovations or innovative uses of technology is becoming prevalent. Customer based interorganizational systems (CIOS) represent one of the most prominent types of such systems. This research investigates CIOS adoption. A model is constructed based on significant studies in innovation to identify factors facilitating the adoption decision of a CIOS. Data are gathered from 226 senior executives. Discriminant analysis is used to identify factors that distinguish adopters from nonadopters. Factor analysis of significant variables yielded a parsimonious model of CIOS adoption. The five factor model includes (1) a proactive technological orientation and (2) an internal push for the system as the two most significant sets of facilitators. Implications for research and practice are then discussed.