Real Options from RFID Adoption: A Strategic Choice Perspective

The IS strategy of an organization, and consequently its IT/IS adoption decisions such as RFID adoption, are likely to be driven by its business strategy. Framing RFID adoption as a strategic decision-making problem, the strategic choice perspective and attention-based view of the firm is used to explain which real options organizational decision-makers are likely to consider important in their adoption decision-making. Organizations are classified as different strategic types — Prospectors, Defenders and Analyzers and, for each strategic type, the real options that are significant in adoption decision-making are identified and their relationship to adoption decision-making is hypothesized and empirically validated. The findings indicate that business strategy plays a significant role in RFID adoption decision, thus giving further theoretical and empirical validation to the relationship between business and IS strategy.

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