

Impact of Task Technology Fit on User Effectiveness, Efficiency and Creativity in Iranian Pharmaceutical Organizations

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Abstract : Background: Any firm in the pharmaceutical industry requires efficient and effective management information systems (MIS) to support managerial functions. Purpose: The aim of this study is to investigate the impact of Task-Technology Fit on user effectiveness, efficiency, and creativity in Iranian pharmaceutical companies. Methodology: 345 reliable and validate questionnaires were distributed among selected samples, through the cluster method, to Information system users of eight leading Iranian pharmaceutical companies, based on the likert scale. The proposed model of the article is based on a model with Task technology fit, on user performance with the definition of efficiency, effectiveness, and creativity through mediation effects of perceived usefulness and ease of use. Results: This study confirmed that TTF with definitions of adequacy and compatibility has positive impacts on user performance Conclusion: We concluded that pharmaceutical users of IS, utilizing a system with a precise and intense observation of users' demands, may make facilitation for them to design an exclusive IS framework.

Keywords : information systems, user performance, pharmaceuticals, task technology fit

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