

Positive Affect, Negative Affect, Organizational and Motivational Factor on the Acceptance of Big Data Technologies

Authors : Sook Ching Yee, Angela Siew Hoong Lee

Abstract : Big data technologies have become a trend to exploit business opportunities and provide valuable business insights through the analysis of big data. However, there are still many organizations that have yet to adopt big data technologies especially small and medium organizations (SME). This study uses the technology acceptance model (TAM) to look into several constructs in the TAM and other additional constructs which are positive affect, negative affect, organizational factor and motivational factor. The conceptual model proposed in the study will be tested on the relationship and influence of positive affect, negative affect, organizational factor and motivational factor towards the intention to use big data technologies to produce an outcome. Empirical research is used in this study by conducting a survey to collect data.

Keywords : big data technologies, motivational factor, negative affect, organizational factor, positive affect, technology acceptance model (TAM)

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