Technology Adoption Models (TAM) for Different e-tailer Formats: A Conceptual Framework

Vinayak A. Drave  
Department of Industrial and Management Engineering  
Indian Institute of Technology  
Kanpur, 208016, India  
vinayak@iit.ac.in

Prof. R.R.K. Sharma  
(HAG Scale Professor)  
Department of Industrial and Management Engineering  
Indian Institute of Technology  
Kanpur, 208016, India  
rrks@iitk.ac.in

Dr. Sharif  
Head S&P  
Indian Institute of Technology  
Kanpur, 208016, India  
sharif@iitk.ac.in

Abstract

The increasing trends in technological advancements have opened up a new horizon of opportunities for organizations. With the penetration of mobile technologies, the aspirant organizations have found a new medium to engage their stakeholders. Brick and mortar retailers often seem to invest high costs on technology and infrastructure, but the need of time emphasises to change the behavior of decision making. Various technology adoption models (TAM) have been deployed in past which help to adopt new technologies to sync with current systems. A new format called ‘brick and click’ retailers has flipped the traditional format of retail models and has opened up new possibilities for upcoming technologies. Though, past researchers have identified technological compliance for ‘brick and mortar’ retailers but there is still not evident literature which connects the technological need for brick and click retailers. Also, there is no model available which could show that how segmented technological models can be used for different format of e-tailers.

This study helps in identifying the upcoming Internet of Things (IoT) technology suitable for different formats of retailers, i.e., e-hypermarkets, e-specialty stores, and e-convenient stores. The model analyses assertive compatibility of IoT and Intranet of Things with the existing retail formats.

The study proposes theoretical model which helps to evaluate and adopt upcoming technologies (IoT, Intranet of Things, RFID, etc.), and comments on the adoption strategies for different e-tailers. For this study we have considered various e-tailer formats operating in asian region specifically India, and empirical investigation is performed. The study proves significant at global level as the structure of e-tailers are seminal throughout the world.

Keywords

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Technology adoption model, Brick and Click e-tailers, Internet of Things, technology management

**Vinayak A Drave** is a Senior Research Fellow and pursuing PhD in the Department of Industrial & Management Engineering, Indian Institute of Technology (IIT) Kanpur, INDIA. He is a management graduate specialized in the field of Operations and Human Resource, and has Bachelor of Science in Mathematics. He has published ten research papers in Scopus indexed international conferences and has published a case study with Ivey Publishing featured in Harvard Business Publishing. He has published two research papers in a journal of international repute and have authored one magazine article related to his doctorate thesis. He also received Best Creativity Award in the fully sponsored 'Startup Starts Now! 2018', Entrepreneurial Camp organized by Ministry of Education, Taiwan.

**Prof. R.R.K. Sharma** is a HAG scale professor in the Department of Industrial and Management Engineering, Indian Institute of Technology, Kanpur, India. He was awarded Sanjay Mittal Chair professor for a period of three years. He has published more than 200 research articles of international repute. He published five books and two research monographs in 2018. He has been awarded with several international awards, including Best Academician award from IEOM in 2017

**Dr. Sharif** is a Joint Registrar and head Stores & purchase department in Indian Institute of Technology Kanpur. He has professionally and academically specialized in the areas of Operations Management and Inventory management. He obtained his Ph.D degree in Operations Management. He has worked with three different organizations of National and International importance, viz, Indian Defence Organization; Indian Public Sector Undertaking (Manufacturing Organization) and now he has been working with an Academic Institution, an organization of International repute owned by Government of India for the past 18 years plus. He has many publications in national and international journals to his credit. He authored a book titled “**Materials and Purchase Management; Theory and Practice**” published by Narosa Publishing Pvt. Ltd. New Delhi in the year 2016 and also recipient of **5 awards** for his research publications.