

InSITE 2007 Doctoral Consortium Abstract: Study of Information Systems Hierarchy of Needs Actualization and the Impact of End User Perceived Needs on User Satisfaction

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Abstract

The research problem that this study will address is the limited CRM success of Web-based customer support systems. The first goal of this research will be to develop the Information Systems Hierarchy of Needs Actualization (ISHNA) framework based on Maslow's general theory of Hierarchy of Needs. The second goal of this research will be to empirically assess and validate the End User Perceived Information System Needs (EUPISN) construct. The third goal of this research will be to empirically assess and validate the relationship between User Information Satisfaction (UIS) and the EUPISN construct.

Existent within all mankind are psychological needs that all individuals are driven to meet. UIS has a broad framework of literature available within the Information Systems (IS) realm. The UIS literature has both breadth and depth, in that it has been widely covered and studied since the early days of the IS field. Behaviorist theory and psychological factors are referenced and recognized within UIS and subsequent theory. In fact, UIS also takes into account that psychological factors are integrated into the IS discipline.

The implications of the existence of ordered needs that individuals are impelled to meet; either consciously or subconsciously, may be far reaching into the Information Systems domain, and as such, should be studied. This dissertation will establish a framework for the IS needs hierarchy, creating an initial understanding of the relationship between the Maslow Hierarchy of Needs and the IS needs theory; and will further demonstrate relational impacts between the ordered needs. A web-based survey of system users at AmeriCold Logistics will be utilized in this study to empirically assess and validate these relationships.

Keywords: ordered needs theory, system actualization, system perceived success.

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