

To Study the Employee's Acceptance of Transformation of Technology Involvement in Business#

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Abstract: The purpose of this research is to explore the employee's acceptance of transformation of technology involvement in business. The problem statement for this research is being motivated by the trending of the increase in the involvement use of technology in the workplace where majority of business organizations are continuously seeking for improvement where the research study explore the study on the significant of the factors based on the variables tested including the perceived usefulness, perceive ease of use, job satisfaction and technology threat. The research adopted the quantitative study where the quantitative data analysis will be conducted based on the data input from 150 questionnaires distributed to the target population of the working employees in MNCs based in China. The quantitative analysis had identified that the independent variables of perceived usefulness, perceive ease of use and technology threat are found to be having significant positive impact towards the technology acceptance of the employees but the job satisfaction variable showed no significant presence against the dependent variable of technology acceptance. The outcome of the research had been concluded with the suggestion for the future reference for the future researchers. This chapter target to conclude the overall study by reflecting the achievement the outcome of the research by highlighting the significant contribution of the research towards the objective of the research that had been drawn in the beginning of the study. The suggestion for the future research will be highlighted to provide the necessary reference for the future researchers to further explore on the potential development of the expertise in the area of study.

Keywords: Technology transformation, Employee satisfaction, Perceived usefulness, Perceived ease of use.

1. Introduction

1.1. Research Background

The transformation in the digitalization of the business had seen with the arising for the modernization of the technology in the world. The advancement of technology promotes the possibility for the business organizations to see the shift in the business model towards the world of automation that is deemed to improve the business process and cost efficiency for the long-term goal. With the shift in the use of technology, the business organizations tend to have the competitive advantage in the business (Cooper et al., 2019). The technology like the Big Data (BD), Robotic Process Automation (RPA) and Artificial Intelligence (AI) had been the few examples of the technologies that comes into the picture for the business automation (Drum & Pulvermacher, 2016). The aim for the automation and technology in the business had been driving the improvement in the process for the benefits of the business.

With this, the automation had been believe dot bring innovative and creativity into business besides the improvement in the cost efficiency and effectiveness of the business process. Cooper et al. (2019) mentioned that the technology aimed to provide better experience for the business and deliver higher value for the customer where the traditional approach without the much use of technology will likely to observed business staying at stagnation which will become a negative impact for the business to achieve sustainability. With the increasing use of technology, many businesses had been actively investing in this new technology regarding which industries and nature of the business. The use of the technology is believed to create better speed for the deliveries within the process for the business where the fast-

paced environment will need to see the improvement in the deliveries for the timeline for the business (Kokina & Blanchette, 2019). The involvement of the technology increase the ability for the research to achieve better result and output within the scope business projects and business opportunities for the business.

1.2. Research Problems

The problem statement arises when the business is seeking to drive the business transformation for the organization but the doubt on the acceptance of the employees had become a question leading to the motivation for this research. This is because that the shift for the business transformation for the automation and advancement technology is inevitable (Kokina & Blanchette, 2019). However, the question on the acceptance from the view of the employees remained as a challenge as the employees are the main users for the new technology in the workplace. This would mean that the business transformation will observe the employees as the main driving tool for the business to proceed to growth and gain the necessary competitive advancement for the organization (Cooper et al., 2019). With the potential resistance from the employees, the problem statement had been clear to state the acceptance level for the employees to become the topic for the exploration for the research study.

2. Objectives of the Study

The research objectives had been designed to provide the goal and aim for the research to achieve the purpose for the research. With this, the research questions as addressed will observed the designation of the research objective to point out the purpose for the research that is targeted to be achieved from the outcome of the study.

To identify the impact for the employees towards the new

technology in business with the factor of perceived usefulness.

To identify the impact for the employees towards the new technology in business with the factor of perceived ease of use.

To identify the impact for the employees towards the new technology in business with the factor of job satisfaction.

To identify the impact for the employees towards the new technology in business with the factor of technology threat.

2.1. Scope of the study

The target population for this study will be targeting the working adult in China who is currently attached to the MNC where the MNC will have their employees at higher engagement with the use of technology. The target population will be based in China where the China had been recognized as the developed country which will become significant to explore the outcome of the study. The sampling method will be introduced to facilitate the sampling of the target population for the purpose of data collection for the research. The reason for this target population is mainly to understand from the perspective of the employees of the MNCs in China where the MNCs are currently having the high involvement of the use of technology in the business putting in high relevance to understand the acceptance of the employees towards new technology.

2.2. Research Significance

Firstly, the research is aimed to close the gap of the literature review for the study. This will be observed through the outcome of the research where the research will provide the new knowledge through the findings and data analysis to understand the potential significant in the factors influencing the employee's acceptance of transformation of technology involvement in business. This will also provide the contribution reference to create potential areas for the future study.

Besides, the study will also help to further the understanding on the potential concerns and factors that will affect the acceptance of the employees towards the involvement of the new technology in the workplace. With this, the organization will be able to understand the potential influence that can positively affecting the employees to accept the technology and creating the planning to encourage the acceptance of the technology in the organization.

2.3. Literature Review

The perceived usefulness is being clearly defined as the value that is gained from the usage for the new technology based on the TAM framework. TAM frameworks identify the two major factors to observe the acceptance for the technology use which include perceived usefulness and perceived ease of use (Negahban & Chung, 2013). With the focus on the perceived usefulness, the users will have the higher intention to accept the new technology when the new technology is high likely to offer benefits and values after the adoption for the technology (Negahban & Chung, 2013). For instance, the employees expecting to have the expectation to reduce the manual workload with the use of the technology where this will become the encouragement for the employees to accept the new involvement of technology. Wei & Ram (2016) had agree in the similar insight where the empirical evidence of the research had pointed out the fact where the employees are having more positive energy to adopt the new technology into their workplace to gain better efficiency of

working process

H1: There is a significant positive relationship between the perceived usefulness against the acceptance of the employees towards new technology.

Ashraf, Thongpapanl & Spyropoulou (2016) had mentioned the basic definition for the perceived ease of use where the users will be experiencing the experience in adopting the new technology without much issue in navigating and learning the handling of the new technology. The learning curve for the new use of technology had always been difficult and will not be in denial that some users will tend to struggle in the process of adoption new technologies (Ashraf, Thongpapanl & Spyropoulou, 2016). This is where the perceived ease of use will come into picture where the users will be more positive in the outlook to adopt and accept the new technology provided there is proper support and guidance provided in the initial stage of learning (Elkhani, Soltani & Nazir Ahmad, 2014). For instance, the introduction of the self-kiosk in the services industry had been receiving many rejections due to the lack of understanding in the use of the functions and features for the kiosk leading to many difficulties in navigating the self-kiosk automation technology (Ashraf, Thongpapanl & Spyropoulou, 2016). However, the users will become more comfortable when there is proper instructions provided in the kiosk or even having an staff to attend and support the potential queries for the problem sin navigating the kiosk will improve the perspective and acceptance of the users in delivering the use of the new technology.

H2: There is a significant positive relationship between the perceived ease of use against the acceptance of the employees towards new technology.

The job satisfaction had become the one of the major highlights when comes to the role of the automation in the business. This is because the automation in the business process will see the need for the engagement for the employees to work with the technology and not all employees will be comfortable to have the collaboration with the technology at the workplace. However, Schwabe & Castellacci (2020) mentioned that the job satisfaction is often being increased with the involvement of the use of technology in the workplace. This is because the automation will help in eliminating the manual task and the non-value-added value task where the employees can focus in the work that are more significant and analytical which will become more added value towards the role in the business process. Cranny & Smith (2015) emphasize that the development of the automation in the business will provide better prospect for the employees. With this, the employees will become more positive with the learning curve for the automation as this will help to add to their experience and knowledge which may be required in the future role to improve the business process.

H3: There is a significant positive relationship between the job satisfaction against the acceptance of the employees towards new technology.

Peansupap & Walker (2015) highlighted that the culture of an organization often determines the acceptance for the employees with the involvement of new technology. The introduction of the new use of technology will become part of the norm for the organizational culture to seek for the process improvement for the benefits of the organization. However, McClure (2017) mentioned that majority of the employees will likely to have the conception technology will replace their role in the future resulting in the rejection from the

employees. This will create further issues for the employees to be open to accept the new technology as the impact of the job security will not create the positive outcome for the employees in the future. Spencer (2018) had highlighted that the employees had been voicing the concerns for the increase use of new technology where the employees tend to reject the new technology to avoid losing out the significant role at their workplace resulting into no adoption for the new technology by the organization. The lack of the encouragement culture from the organization or words of confidences for the employees will definitely create the potential rejection from the employees due to the lack technology threat for the employees (Aboelimged, 2018).

H4: There is a significant positive relationship between the technology threat against the acceptance of the employees towards new technology.

3. Research Methodology

This chapter will be developing the research methodology for the research will provide the overview of methodology for this research study. The research design will see the proposal and preference on the research including the designation for the data collection method, questionnaire design, sampling method and data analysis for the research that will be applied into the process of the research findings in the next chapter. The ethical consideration will be reflected to ensure that the research is in alignment with the ethical values as practice in the process of research study.

This study uses a quantitative research method because this study is based on TAM theory, which requires the study to obtain employee data from the subject of the study company, so this study takes the form of a questionnaire to survey the employees of the company quickly and comprehensively. The data collected from the questionnaire was then analyzed quantitatively using SPSS. Such a research method is a quantitative research method.

4. Hypothesis

With reference to the literature review as discussed, the hypothesis had been drawn as below for this study where the hypotheses will then be tested with the results and findings of the research study. The hypothesis serves as the expectations on the outcome of the study based on the normality of the suggestions from the previous paper.

H1: There is a significant positive relationship between the perceived usefulness against the acceptance of the employees towards new technology.

H2: There is a significant positive relationship between the perceived ease of against the acceptance of the employees towards new technology.

H3: There is a significant positive relationship between the job satisfactions against the acceptance of the employees towards new technology.

H4: There is a significant positive relationship between the technology threat against the acceptance of the employees towards new technology.

5. Research Findings and Conclusion

The research findings will focus on the exploration of the

data input into the research findings where the research will proceed with the quantitative data analysis as proposed in the research methodology as mentioned in the previous chapter. In addition to the pilot test as conducted, the quantitative analysis will be conducted as planned with the series of statistical output generated from SPSS to conduct the descriptive analysis, factor analysis, reliability analysis, correlation analysis and the regression analysis to achieve the outcome in drawing the empirical evidence for the study. The findings will then be tested for the hypothesis as drawn in this research study to gain the significant insight that will reach the objective of the research study.

The outcome of the research had achieved the conclusion where there is evidence to identify the significant contribution of the factors including perceived usefulness, perceived ease of use and technology threat sharing the significant positive relationship against the technology acceptance by the employees in the business organization. The job satisfaction may not appear to be significant which could probability due to the lack of the impact for the individual role and task for the employees when comes to technology. Leading this to be insignificant for the variable. The research had been concluded with these findings which will provide the new knowledge for the research study as this study will become the reference for the future researchers to conduct their own study in similar area of expertise.

With the outcome of the research, the research had drawn the contribution to the significant of study where the relevant parties will be able to benefits from the outcome of the study. The outcome for this research had identified that the variables such as the perceived usefulness, perceived ease of use and technology threat will become clear factors that will affect the technology acceptance in business organization for the employees attached to the MNCs in China. This had been recognized as the new form of knowledge that will contribute to the area of study for the academic research which will narrow down the gap in the literature review as identified in the research papers. This academic finding will then provide the significant references for the future researchers as the findings will help to draw the relevance reference to trigger to potential new exploration of study within the same area of expertise to drill down the higher achievement of the study.

Besides, the findings of this research had also contributed to the relevance findings that will assist business organization for the MNCs in China to understand the needs of the employees when facing the shift in the technology use within the process of the business transformation in the corporate level. It was understood that the trend of the technology advancement in business is rather inevitable where the business organizations need to constantly improve to ensure the increase of the value contribution through the efficiency and effectiveness of the business process as a result in the adoption of new technologies in the working environment. With the employees being high impacted with the shift, the significant of the factors as drawn from the outcome of this study will assist the management of the organization to plan on the alternatives to facilitate the process of the adoption of new technologies for their respective employees.

Table 1. Hypothesis Summary

Hypothesis	Remarks
H1: There is a significant positive relationship between the perceived usefulness against the acceptance of the employees towards new technology.	Accepted
H2: There is a significant positive relationship between the perceived ease of against the acceptance of the employees towards new technology.	Accepted
H3: There is a significant positive relationship between the job satisfactions against the acceptance of the employees towards new technology.	Rejected
H4: There is a significant positive relationship between the technology threat against the acceptance of the employees towards new technology.	Accepted

6. Recommendation

The recommendation for this research is mainly trying to improve the sample size of the research to provide higher coverage for the sample size which will allow the increase of the data input will provide the advantage in drawing the outcome of the study.

Besides, the research had been conducted in the quantitative study manner where the insight are purely based on the data input from questionnaire and provide objectivity in the result and empirical evidence. However, the quantitative analysis only provides the result on the outcome through the statistical output without providing additional insight to understand the reason for the contribution towards the significant of study. This will induce for the future study to be conducted using the qualitative study instead where the qualitative analysis using the interview and focus group may provide different insight gain for the study where the researcher can further express the question to understand the reasoning for their input for the data.

Besides that, the sample size for the study had always become the limitation factor for the study due to the availability for the time and cost in terms of the resources to conduct the relevance study. However, it is always recommended to increase the sample size of the study whenever possible as the increase of the sample size will definitely helps to improve the coverage of the target population. Despite the further investment of the resources may be required to do so, there will be positive impact for the research study where the relevance data analysis and research findings will become significant in driving the research study to achieve higher accuracy and reliability on the data output for the quantitative analysis resulting in more favourable outcome of the study to draw more solid conclusion for the study.

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