

*“Adoption of Cloud Computing for Supply Chain Management in IT
Industry of Pakistan”*



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Abstract

The research is mainly focused on the proposed hypothetical model to explore the adoption of cloud computing in the IT industry of Pakistan. TAM and ELM theory (persuasive theory) elaboration likelihood model has been used in the study. The technology acceptance model (TAM) is an information system theory that models how users come to accept and use a technology. The model suggests that when users are presented with a new technology, a number of factors influence their decision about how and when they will use it. ELM indicates the external variables may have an impact on internal beliefs such as usefulness and attitude that are important factors in explaining acceptance of IT and describing the change of attitudes.

The study conducted the research on the employees of IT industry working in the Islamabad and Rawalpindi cities. Sample population was consist of 213 employees of the IT based organization. And data collection was done by the distribution of questionnaire by email. The statistical analysis has been done to draw the conclusions the analysis which have been done are reliability, correlation, and regression analysis.

After the compilation of the results it was observed that there was a positive and significant relationship between the perceived security and perceived usefulness, argument advantage and perceived usefulness, and source credibility and perceived usefulness. Also, the outcome of the study supported the highly significant relationship between perceived usefulness and attitude towards adoption of cloud computing, perceived usefulness and intention to adopt cloud computing, and attitude towards cloud computing and intention to adopt cloud computing. This research study has been aimed to provide the practical implication to managers by throwing the light on the ultimate benefits of adoption of cloud computing in the supply chain departments of the IT companies in Pakistan.

Key Words: Perceived security, Argument advantage, Source credibility, Perceived usefulness, Attitude, Intention, Adoption of cloud computing.

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