Paradigm shifts of technology acceptance research in Asian consumer and family economics domain (1989-2023): Literature evidence from bibliometric and citation-based network analyses

Kai-Yu Tang[1], Chun-Hua Hsiao[2*]

Graduate Institute of Library & Information Science, National Chung Hsing University, Taichung 402, Taiwan[1]
Innovation and Development Center of Sustainable Agriculture, National Chung Hsing University, Taichung 402, Taiwan[1]
School of Business, Kainan University, Taoyuan 338, Taiwan[2]
*Corresponding Author: maehsiao@gmail.com

Abstract: Since the research on user acceptance of information technology was introduced by Fred D. Davis in the 1980s, two critical constructs (perceived usefulness and ease of use) and the technology acceptance model have generated significant impacts on technology and management literature. While some past studies reviewed the research trend through content and meta-analyses to explore the relationships among constructs, few provided bibliometric evidence from main path analysis to make a longitudinal and systematic review.

This study extended the authors' previous works (Hsiao & Yang, 2011; Hsiao, Tang & Liu, 2015; Tang, Hsiao & Chen, 2019; Tang Hsiao & Hwang, 2022) to trace the latest development of technology acceptance research from consumers' perspectives. A series of analyses (e.g., bibliometrics, main path analysis, document co-citation analysis, and social network analysis) were used to explore the knowledge trajectory of technology acceptance research in this research. Based on extensive literature citation data, this study will: (1) adopt main path analysis to identify the most critical paths on the citation network of various adoption theories. (2) based on the result, further classification and exploration within subfields and important theories will be visualized using co-citation network analysis. This study is the very first attempt to conduct a research review by integrating the methods of main path analysis, co-citation analysis, and social network analysis to systematically analyze and review the longitudinal development of technology acceptance research in Asian consumer and family economics domain (1989-2023). With this attempt, this study decomposed the complex citation network and identified the critical path of knowledge development for the various adoption theories. Moreover, we used the visualized network diagram to explore some significant turning points (e.g., theoretical converging and diverging points). Overall, established on a large number of citation data, this study helps researchers discover the contexts of core research in different technology adoption theories. The results of this study aim to provide a platform for academic discussion and to make a prediction for the future trend of technology acceptance research in Asian consumer and family economics.

Acknowledgement