Discussion Paper

Should We Stay or Should We Go? Analyzing Continuance of Cloud Enterprise Systems

by

Sebastian Walther, Darshana Sedera[1], Nils Urbach, Torsten Eymann, Boris Otto[2], Saonee Sarker[3]

[1] Monash University, Australia
[2] Technical University of Dortmund, Germany
[3] University of Virginia, USA

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Sebastian Walther
University of Bayreuth, Germany
sebastian.walther@uni-bayreuth.de

Darshana Sedera
Monash University, Australia
Darshana.sedera@gmail.com

Nils Urbach
University of Bayreuth, Germany
nils.urbach@uni-bayreuth.de

Torsten Eymann
University of Bayreuth, Germany
torsten.eymann@uni-bayreuth.de

Boris Otto
Technical University of Dortmund, Germany
boris.otto@tu-dortmund.de

Saonee Sarker
University of Virginia, USA
ss2kh@comm.virginia.edu

Abstract:

As cloud computing has become a mature technology broadly being adopted by companies across all industries, cloud service providers are increasingly turning their attention to retaining their customers. However, only little research has been conducted on investigating the antecedents of service continuance in an organizational context. To address this gap in research, we carried out a quantitative-empirical study. We developed a conceptual model that builds on previous research on organizational level continuance. We tested this model, using survey data gathered from decision makers of companies which have adopted cloud enterprise systems. The data was analyzed using PLS. The results show that continuance intention can be predicted both by socio-organizational and technology-related factors, explaining 55.9% of the dependent variable's variance. Besides cloud-specific findings, the study also enhances knowledge in organizational level system continuance as well as its connection to IS success.

Keywords: Cloud computing, Enterprise systems, Organizational-level analysis, Organizational benefits, IS success