

Wunderlich

## Acceptance of Remote Services

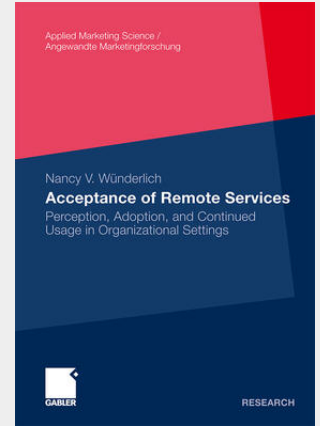
Perception, Adoption, and Continued Usage in Organizational Settings

Nancy V. Wunderlich employs a multi-method approach comprising an international qualitative study in Germany, USA and China and a longitudinal quantitative study to analyze remote services. She develops the Interactive Technology-Mediated Service Model (ITSUM) to provide a comprehensive approach of explaining both initial acceptance and repeated, continued usage of remote services in organizations.

By incorporating the 'humanelement' into the model, Nancy Wunderlich contributes to the underlying theory and increases overall understanding of the phenomenon. She also shows that the predictors of remote service usage vary across groups, depending on whether the respondent's company is in the early stages (pre-adopter) or already a user of remote services (continued usage).

A major strength of the dissertation is its conceptual, theoretical, and qualitative work that preceded the rigorous quantitative testing of the ITSUM model. The model is very well supported by the data, but equally important it is also strongly supported by an extensive, inter-disciplinary VI Foreword

literature review and a careful, detailed, and deep qualitative interview study conducted in Germany, USA and China. This work is also critically important from a practical perspective. Helping organizations to understand the underlying drivers of customer acceptance and adoption of new types of services is of paramount interest not only in competitive dynamic markets but also to advance the organization itself. Nancy Wunderlich derives clear and concise managerial implications for remote service providers on how to increase remote service acceptance among their customers and facilitate the export of remote services.



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