

A few field studies have explored the longitudinal IT conversion process to identify the factors at different points of the process that determine the success of IT adoption. Venkatesh and Dorev (2000) found that at different time points before and after IT implementation, factors such as subjective norms, voluntariness, job relevance, and output quality consistently influence users' perceptions about the usefulness of the systems. Bergeron and Raymond (1997) reported that organizational support, implementation process, and control procedures impacted the initial realization of benefits from Electronic Data Interchange (EDI) adoption, but three years later, only organizational support and control procedures remained significant.

While these studies have examined factors that may impact the IT value creation process, they did not estimate the improvement in firm performance, if any, due to IT implementation. Lucas et al. (1986) conducted a case study of the introduction of a financial imaging system at Merrill Lynch. Comparing the data flow diagrams of the old and the new business processes, they identified changes in organization structure, workflows, and operations. They reported improvement in customer service and reduction in costs. However, they did not conduct any statistical evaluation of improvement in firm performance after IT implementation.

Some cross-sectional studies of IT impact have compared the business performance of firms with IT to those without IT, and statistically estimated the impact. Using data from Hardie's fast food chain, Banker et al. (1990) compared the performance of the restaurants deploying the Positron technology (a computerized cash register point-of-sale and order-coordination technology) to those without Positron. They found that the use of the Positron technology is associated with a significantly greater productivity for stores with high diversity of sales. Analyzing data for 107 banks, Pennings (1995) found that the banks with ATM adoptions incurred significantly less nonpersonnel operating expenses than those without.

There are several IT productivity studies that evaluate the contribution of IT as an input factor in the production function. For example, Brynjolfsson and Hitt (1995) and Barua and Lee (1997) estimated the economic production function using cross-sectional data to evaluate the marginal contribution of IT on output. Wang et al. (1997) and Shafer and Byrd (2000) employed DEA to evaluate the role of IT investments in firm production. Our research differs from this stream of research in two important ways. We consider IT adoption as an event and evaluate the extent to which it shifts the production function for a firm, instead of the marginal contribution of the IT input that differs cross-sectionally. Thus, we make a longitudinal instead of cross-sectional comparison of the impact of IT implementation.

Research Site

Our research site (hereafter referred to as the FIRM) is an international public accounting firm. Auditing and taxation services are the principal sources of revenue for the FIRM. We chose it as our research site because of the recent changes in its IT environment. Starting in 1997, the FIRM had initiated several major projects to improve its IT capability. An additional reason we selected this firm was the access we had to the FIRM's senior management, which enabled us to collect both quantitative and qualitative data.

Our interviews with the FIRM's MIS staff indicate that they first considered upgrading their IT capability in mid- to late-1997, and started and completed implementing the major IT projects in 1998. A MIS manager described 1998 as a year of "hectic activity" for them because of the major transformations in IT during the year. Therefore, the periods before and after 1998 provide natural points of comparison to evaluate the impact of IT expenditure on firm performance. The IT changes in the FIRM can be summarized as follows:

(1) Computer Hardware

- Increasing the number of laptops—To facilitate audit work, the FIRM purchased a large number of laptops to replace the old desktop computers, and substantially increased the ratio of number of computers to professionals. The objective was to provide accounting professionals computer access whenever and wherever they needed it.
- Construction and expansion of network infrastructure—Network construction occurred at all offices. It included bandwidth expansion at the main office and network installation at the other offices that had no local area network (LAN) before. All offices are now set up to

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Wadhwa, Manish, Harper, Alan



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