

# The Role of Organizational Internal Communication on Individuals' Reactions to New Information

*Emergent Research Forum*

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## **Abstract**

The study aims at furthering our understanding of impacts of organizational communication on individuals' reactions to new IT. Research suggests that reactions to the announcement of a new IT implementation are related to their eventual acceptance of such IT. Though a critical issue for organizations investing significant financial resources in IT, we do not know how organizational communication influences user reactions. By investigating the role of organizational communication on acceptance, resistance, ambivalence and their related behavioral manifestations, we will contribute to explain how and why users might react differently to new IT. Exploring the dynamics of user reactions will allow us to link antecedents (e.g. organizational communication strategy), behavioral manifestations and outcomes together. It will lead to a better understanding of individual reactions over time by revealing the process individuals go through in terms of their reactions to IT implementation and by identifying their triggers and associated impacts.

## **Keywords**

IT implementation, communication, user reactions, acceptance, resistance, ambivalence