

# Human Computer Interaction Aspects of Enterprise Social Networks: An Empirical Validation of Adoption Model in a Developing Country

*Ghada Refaat*

## Abstract

This paper suggests an adoption model for Enterprise Social Networks (ESN) based on Human Computer Interaction aspects in a developing country, Egypt. The study starts with an exploratory phase, where semi-structured interviews were conducted with ten of ESN users, from different operation levels, and in two organizations. Thematic analysis of interviews data suggested personal cognitive dimension of ESN adoption, such as: Perceived Value, Privacy, Power Distance Cultural Dimension, Management Support, Interactivity, and Usability. In light of these interview results, an adoption model was built.

The model was validated using a survey administered with a convenient sample of 82 permanent employees from different backgrounds and in various managerial levels, in the same two organizations operating in Egypt.

The statistical analysis of the model suggests that Interactivity, Perceived Value, Management Support, and Usability were found to have substantial influences on ESN Adoption. The suggested integrated model helps for better understanding of ESN from the users' perception. This paper contributes with implications for ESN's researchers, developers, and managers. This research presents a plausible, integrated framework for investigating the target phenomenon, especially for un-explored cultures.

*International Conference on Human-Computer Interaction HCII 2020: HCI in Business, Government and Organizations 2020, July*