

Table 1. Vertical Analysis of Diffusion of Innovations Theory

Authors (Year)	No. of Theory Elements	Number of NON-ATE	Number of ATE	Number of ATE by Type		
				I	II	III
(Agarwal & Prasad, 1998)	6	3	3	3	-	-
(Beatty, Shim, & Jones, 2001)	5	1	4	4	4	-
(Brancheau & Wetherbe, 1990)	10	5	5	5	5	-
(Carter Jr, Jambulingam, Gupta, & Melone, 2001)	8	3	5	5	5	-
(Choudhury & Karahanna, 2008)	3	2	1	1	1	-
(Cooper & Zmud, 1990)	5	-	5	5	5	-
(Crum, Premkumar, & Ramamurthy, 1996)	10	-	10	10	10	-
(Eastin, 2002)	7	-	7	7	-	7
(Eder & Igbaria, 2001)	13	6	7	7	7	-
(Fichman, 2001)	6	-	6	6	6	3
(Fichman & Kemerer, 1997)	3	-	3	3	3	3
(Forman, 2005)	12	4	8	8	8	-
(Gillenson & Sherrell, 2002)	7	-	7	7	7	-
(Grover & Goslar, 1993)	15	6	9	9	3	-
(Grover, Fiedler, & Teng, 1997)	11	2	9	9	6	-
(Hardgrave, Davis, & Riemenschneider, 2003)	5	-	5	5	5	-
(Higgins, Compeau, & Meister, 2007)	23	4	19	19	19	-
(Hsu, Lu, & Hsu, 2007)	12	-	12	12	12	-
(Hu, Saunders, & Gebelt, 1997)	3	3	-	-	-	-
(Hung, Ku, & Chang, 2003)	15	2	13	13	13	-
(Iacovou, Benbasat, & Dexter, 1995)	4	-	4	4	4	-
(Karahanna, Straub, & Chervany, 1999)	3	-	3	3	3	-
(Vincent S Lai, 1997)	9	3	6	6	6	-
(Vincent Siuking Lai, Lai, & Lowry, 2016)	9	7	2	2	2	-
(Lee, 1998)	16	1	15	15	15	-

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(Leonard-Barton & Deschamps, 1988)	7	6	1	1	-	-
(Li, 2003)	2	-	2	2	2	-
(Liao, Shao, Wang, & Chen, 1999)	4	-	4	4	4	1
(Martins, Steil, & Todesco, 2004)	5	-	5	5	5	-
(Moore, 1987)	5	-	5	5	5	-
(Nilakanta & Scamell, 1990)	4	4	-	-	-	-
(Park & Yoon, 2005)	9	1	8	8	8	-
(Parthasarathy & Bhattacharjee, 1998)	11	9	2	2	2	-
(Plouffe, Hulland, & Vandenbosch, 2001)	10	-	10	10	10	-
(Premkumar, Ramamurthy, & Nilakanta, 1994)	28	2	26	26	26	-
(Raho, Belohlav, & Fiedler, 1987)	1	1	-	-	-	-
(Ramamurthy & Premkumar, 1995)	24	3	21	21	21	-
(Seyal & Rahman, 2003)	10	-	10	10	10	-
(Sharma & Rai, 2003)	2	2	-	-	-	-
(Stanko, 2016)	7	1	6	6	6	-
(Straub, 1994)	12	12	-	-	-	-
(Wu & Wang, 2005)	8	-	8	8	8	-
(Xu, Thong, & Tam, 2017)	7	3	4	4	4	-
(Zmud, 1984)	6	1	5	5	4	-
Total	No. of Theory Elements	Number of NON-ATE	Number of ATE	I	II	III
	382	97	285	285	264	14

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