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Individual Adoption and Use of HR Analytics: Implications of Organizational Adoption

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ABSTRACT

High performing organizations are using analytics and evidence-based decision-making. However, human resources (HR) has been slow to adopt this innovation, when the company has adopted analytics and when it has not. This study applies innovation theory, including the Theory of Planned Behavior, to study the adoption and use of HR analytics to identify why the adoption rate may be lagging. Whether or not the company has adopted analytics has an impact on the innovation-decision process and how it moves through the theoretical stages. Attitude was found to be important to HR Analytics adoption and use regardless of company adoption.

KEYWORDS: HR Analytics, Theory of planned behavior, Innovation adoption, Innovation use, Attitudes