

Is Competence set Expansion in the Information Service Industry a Planned Behavior? The Moderating Effects of Action Control Style

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Abstract

Technological advancement has brought dramatic changes to most industries. As a result, the pressure to compete has intensified tremendously. This is especially evident in the information service (IS) industry where the need of companies to expand their employees' competence set (CS) becomes critical. This study investigated whether CS expansion in the IS industry is a planned behavior moderated by individual style of action control. A mail survey was carried out to collect data from the IS companies in Taiwan. A total of 190 valid samples were obtained. The results of analyses showed that our proposed model provided a good fit to the data. Attitude tendency (AT), subjective norms (SN), and computer/information technology (IT) self-efficacy positively affected employees' intentions of expanding the CS. Moreover, we found that the action control style moderated the effects of AT, SN, and computer/IT self-efficacy on behavioral intention. The implications of this study as well as its limitations are discussed.

Key words : Competence set expansion; Information service industry;
Action control style