

IMPACTS ON ADAPTATION INTENTION TOWARDS USING ACCOUNTING SOFTWARE IN TERMS OF TECHNOLOGY ADVANCEMENT AT WORK IN MYANMAR

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ABSTRACT: *This study aims to analyse the impacts that are influencing on individual's adoption intention towards using accounting software by discovering the impacts on user's adoption intention towards accounting software, providing the proofs that environment, cost and familiarity can lead user's adoption intention in order to help in expanding the market share of local technology company. The required data for this research has been distributed as online questionnaires to the 500 qualified respondents around Yangon Region and collected to be examined. The collected data was analysed by Confirmatory Factor Analysis (CFA) and Structural Equation Modelling (SEM). The findings from the research explained about the important factors that the organization need to consider when developing and promoting for the accounting software.*

Keywords: *Adoption intention, user's intention to use software, technology adoption, accounting software*

Introduction

Howard Tullman who is the CEO of Chicagoland Entrepreneurial Center stated that the world's adoption on technology is moving in ultimate speed nowadays, and it is hopping from new to newer in every second. Today, we are living in a whole new world and the internet brought connectivity and transparency to our lives. That connectivity is the most important game changer of marketing history since it changes the way people see on competition and customers. It has impact on the business about online and offline.

Online businesses have taken up a significant position over the offline, and they will completely replace offline businesses. That replacement was clearly explained and defined by Ismail, Malone and Geest as exponential organizations. The new organizations are ten times better, faster, and cheaper than older organizations (Ismail, Malone, & Geest, 2014). Why they are doing better? Now is a time of exponential change, the most amazing time ever to be alive. The answer is that an exponential organization (ExO) uses the new techniques that leverage accelerating technologies that reduce costs and make more profit by adapting to rapid technological change. Therefore, we need to invent modern marketing programs in order to win the marketing, although skillful marketing is a never-ending pursuit, because some businesses are adapting and thriving in those changing time (Kotler & Keller, 2016). There are also the transparent business concepts, brought by the internet, which enables entrepreneurs from developing countries to draw inspirations from the developed countries. Moreover,

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