



The Role of Perceived Ease of Use in Moderating the Impact of Subjective Norms and Perceived Usefulness on Behavioral Intentions to Adopt a New Technology

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The concept of technology adoption remains a central theme in the study of how individuals embrace new technologies. While the Technology Acceptance Model (TAM) has been a cornerstone in this exploration, the influence of variables like perceived ease of use, perceived usefulness and subjective norms on technology adoption has yielded inconclusive findings. This study seeks to clarify these ambiguities and determine the conditions under which TAM constructs positively affect technology adoption.

Our research extends the scope of previous studies by investigating multiple technologies over an extended period, examining conditions during the initial adoption and after three months of usage. The findings reveal that Perceived Ease of Use, functions as a moderator in the relationship between Perceived Usefulness, Subjective Norms, and behavioral intentions. Consequently, the effect of perceived usefulness and subjective norms on behavioral intentions is heightened when the technology is perceived as easy to use.

This research contributes to the field by examining the effects of TAM constructs on technology adoption, considering their interactive effects and the influence after three months of technology use, across different technologies. Understanding the moderating role of PEOU for continuous technology adoption provides valuable guidance for managers seeking to sustain new technology adoption.

The Impact of Busy External Directors on Company Performance: Evidence from the Israeli Market

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This research examines the impact of external directors serving simultaneously on multiple boards on company performance. The sample includes the fifty largest public companies in the Israeli economy between 2006-2016. It was found that external directors in the sample serve on average on additional boards. In companies where the board includes external directors who serve on three or more additional boards, the market value and performance metrics of these companies are lower. These results confirm the hypothesis that membership in numerous boards negatively affects the external director's ability to properly perform their duties.

Arguments Used When Negotiating Online to Buy or Sell Time-Limited Goods

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This study examines the arguments employed by buyers and sellers during online negotiations for purchasing and reselling time-limited goods, offered on secondary markets. To this end, we conducted four online experiments in which buyers and sellers engaged in online negotiations and utilized arguments to support their proposals. We collected 960 arguments generated by 480 participants and analyzed them using the LIWC-22 platform across four summary measures representing emotional tone, authenticity, clout, and analytic components. Our findings indicate that negative emotional tone was predominant across all experiments. Additionally, we analyzed the 20 most frequently used words across all arguments and found that, despite the diversity of goods offered, buyers and sellers used similar linguistic constructs when formulating their arguments. Furthermore, we identified several argument groups with similar meanings, the largest of which pertained to price. The patterns of the arguments were consistent across product types and between buyers and sellers. The findings of this study can serve as a foundation for future research aimed at expanding the understanding of human arguments and their impact on negotiation outcomes.

Classifying Drug Mechanisms of Action as Etiological or Palliative Using Complex Networks and Large Language Models

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Pharma companies invest many resources to understand the mechanisms of action of drugs to develop therapeutic strategies that promote precise and effective medicine. However, few studies have systematically analyzed the ability to identify drugs that treat the cause of the disease (etiological mechanisms) and drugs that alleviate the symptoms of the disease (palliative mechanisms). This article presents a new machine learning-based model for classifying the Mechanisms of Action (MoA) of drugs as etiological or palliative, while comparing three deep learning models: (i) a trained language model Science Bidirectional Encoder Representations from Transformers (SciBERT), (ii) a Baseline Graph Neural Network (GNN) model, and (iii) a combined DruGNNosis-MoA model that integrates GNN with SciBERT implementations as vertex features. The combined DruGNNosis-MoA model excelled in classifying drug mechanisms of action (F1-score 0.942). DruGNNosis-MoA contributes to the characterization of drug mechanisms for future studies, thus promoting tailored medicine and therapeutic development.

Visible Wages, Hidden Gaps: Is Mandatory Gender Pay Gap Reporting Sufficient?

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This study evaluates the effectiveness of mandatory gender pay gap reporting in the UK as a tool for reducing wage disparities. The Equality Act 2010 in the UK mandated public and private companies disclose their gender pay gap (GPG). The findings indicate that mandatory disclosure led to a reduction in hourly wage gaps over time but did not significantly affect gaps in bonus compensation. Additionally, there was an increase in female representation in both the highest and lowest wage quartiles. The results highlight the importance of standardized reporting practices in achieving effectiveness. The study extends prior research by incorporating broader datasets (2017–2023) and includes comparative regulatory analyses across Western countries, providing policy implications relevant to Israel and other jurisdictions.