

Davis, Fred D. "Perceived usefulness, perceived ease of use, and user acceptance of information technology." *MIS quarterly* (1989): 319-340.

Academic Metrics	
Number of Citations	30699; (3)
Number of Years since publication	1989; 20+ years (3)
Perceived quality of the journal/conference	MIS Quarterly (3)
External grants funding the research (NSF or NIH or DARPA or EU or other private)	Yes (1); IBM
Other disciplines have adopted or are using the idea in the research	Yes (1); Business
Industry/Practice Metrics	
Patents issued or filed	Yes (1); No (0) Unknown
Actual intervention in field or site	Yes (1); No (0) Not applicable
Use of Research Frameworks or Tools by policy groups, industry groups or government agencies.	Yes (1); No (0) Not applicable
Commercialization of idea into product/service	Yes (1); No (0) Not applicable
Startups created based on the idea	Yes (1); No (0) Not applicable
Influence on Society (qualitative or subjective data)	
Benefit of research to scientific community	1 (low); 2 (medium); 3 (high)
Benefit of research to society at large	1 (low); 2 (medium); 3 (high)
Media coverage (Radio, TV, Print, Movie)	Yes (1); No (0)
One of the most popular papers in this area is about user acceptability and the Technology Acceptance Model by Prof Fred Davis , published in the MIS Quarterly way back in 1989. Details are as below: Perceived usefulness, perceived ease of use, and user acceptance of information technology by Fred Davis , MIS Quarterly (September 1989) p.319-340. This has been cited more than 30,000 times and is one of the fundamental papers for researchers working in the area of business and IS&IT.	