The influence of awareness about Office Automation capabilities among small and medium sized companies on Intention to Implement in B2B relations

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ABSTRACT,
Office Automation is a dynamically developing technology which research is directly connected with Business and companies developing and introducing new solutions. This paper aims to analyze what is the relation between knowledge of other companies on the possibilities of Office Automation and the actual implementation of them in their Business Processes. The conceptual framework is being formed in order to properly define researched issues that are later expressed in form of online survey on which results is made quantitative analysis.

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1. INTRODUCTION

Today's World is embedded in information technologies (IT). It is very hard to imagine any transaction, decision or operation in our daily routine that would not require in at least some form of consultation or support from electronic devices that would be connected to web and that would provide us with access to information. Whether it would be our geolocation or price of the item, delivery service or quick weather update. We tend to think of them as being obvious and instant, and don't think too much as how much effort, do they require from the companies that provide these digital products or services. Kedziora, D., & Kiviranta, H.-M. (2018)

Data gathering, filtration and analysis require huge amounts of manual labor that needs to be done by human employees. Many ledgers, tables and figures had to be typed in physically on keyboards by hand, costing companies millions of working hours that would have been better spent on tasks otherwise, increasing their productivity. In logistic centers responsible for the delivery of our goods around the globe managers in charge of the inventory and its tracking around the whole facility, have to perform administrative and monitoring tasks that require paying attention to quickly changing data and react to new circumstances such as delay or damaged products. All of which needs to be scanned, transferred, saved in the system and analyzed with the relevance of costs and calculation of the risk as well as the contact with transportation and full identity of each package being loaded into the truck every second minute so that time management of the entire operation runs this smoothly that the end customer would not even experience the enormous complexity of the entire process that happens after they push one button. In thinking about financial companies, we got used to the idea of the digitalized money and economical systems such as mobile bank applications, internet accounts, international electronic money transfers or wireless payments using our mobile devices that we have lost the sense of how tangible the money still is especially when it comes to its management and circulation in our market via different companies and institutions. After given client confirms the particular transfer of his assets, they are usually booked within one business day, as there still needs to be an employee that would oversee this task. In accounting firms' multiple spreadsheets contain information that is processed and analyzed by their employees that need to not only know how to calculate particular taxes and fees but simultaneously understand the underlying principles and regulations that define their value. All the payments and transactions need to be paid as invoices if not by regular customers, then between businesses, these invoices need to be handled by moving it from mailbox to the local computer system then extracted from necessary information that later can be provided to the accounting software. Even companies that provide IT related services such as software consulting, maintenance or development, still rely heavily on the labor of their employees in terms of customer relations management, administrative tasks or service of consulting, repairment or maintenance itself. Lee, Y., Kozar, K. A., & Larsen, K. R. T. (2003)

All of these mentioned business processes are made of the combination of the support from various software solutions together with human labor. The natural solution to simplify and optimize them is automation. This term in itself is very broad and can bring multiple and diverse reactions. For example, a fear of making the spoken workers irrelevant by replacing their tasks with algorithms to name just one. Zhang, N., & Liu, B. (2019)

This paper focuses on one particular aspect that is "Office Automation" being a case of simplifying beforementioned types of jobs by providing built in solutions to the software and processes already used and know to the workers in order to simplify their work and enhance their performance by allowing them to focus on the productivity and efficiency. And its research aims to discover the level of awareness about the "Office Automation" and its capabilities and what kind of other barriers delay its implementation among their systems.

1.1 Academical Relevance

The subject of "Office Automation" is a relatively new concept that has yet to be fully explored by the scholars as new functions and capabilities are being developed on a daily basis. Furthermore, majority of breakthroughs is done by a handful of companies where all the relevant changes are rather incremental and allow for simplification of the already existing services or general functions of the software rather than providing general breakthroughs in terms of Science and Technology. The term is strictly bounded with Business and Processes raging from the management of financial aspects, human resources, sales or supply chain and inventory administration. As a result, majority of the academical analysis and research is being done not in laboratories with the use of scientific equipment or in simulated special spaces (virtual or non-virtual) but with real-life examples that are being tested and commercially used very often simultaneously Therefore, most of the papers focus on case studies in which they can represent researched elements of this subject while describing actual occurrences in business such as cases provided by C. Osman (2019) where the authors try to provide with the general definition of the term "Office Automation" that is followed by the categorization of the subject into three major sub-parts that further describe the term that are later analyzed based on the case studies. It is later continued in the paper by Mofitt, Rozario, Vasarhelyi (2018) that focuses on subject of audit in particular and what kind of role Robotic Process Automation takes in its optimization and simplification. Which are elements equally thoroughly analyzed by Zhang, Liu (2019) that focuses on the aspect of the role of Office Automation in IT-business alignment, similarly with the use of case studies.

The concept of awareness has been analyzed for decades if not centuries. Before the academical methodology and the approach of modern scholars. It has been a topic of many philosophical disputes of "what is it? " and "what it actually means to be aware?" Though not being the part of the research per se, they are worth to mention just to show how elusive the topic can be. One of the key articles from which many types of research has followed ever since Heneley (1984) that has laid foundation for later papers with its primary definitions. The methodology, of which, however, has been criticized by the P. Merikle (1984) that proposed different approach to the

experiment done by the primary research. Nevertheless, both came to similar definitions and both studies are being taken into consideration when discussing the concept of Awareness by the scholars. An interesting take on defining and expanding of the term comes with the research done by Bane, Seth, Massimini (2019) that refers to the related "Contentiousness" and tries to define it in a special state that they call "Islands of Awareness" trying to establish the fact that brain and its cognitive functions can recognize the state of Awareness with the decreased or minimalized set of stimuli. Which in contrast with the research by Heneley (1984) or P. Merikle (1984) that have based their experiments on the existence of elements that had to be recognized by the observers and later reported or reflected on. Therefore, there needs to be a line drawn that will differentiate between the Awareness in general with the Self-Awareness being the subset of the first one. The term understood as a reaction based on the existence of the stimuli has been further researched by Lin, Murray (2014) where they tried to re-do the experiments performed and analyzed by P. Merikle (1984) with the plan of double checking the connection between the stimulus and the reporting of the observer knowledge about its existence combined with the recognition of such stimulus. Both paving the way to the model on which this research is based on.

The Intention to Adopt is a concept firmly connected with Business Processes. Its study and analysis cannot exist without the real-life examples. As it happens in research done by Quaddus & Hofmeyer (2017) that observes the behavior of company representatives in the Business to Business (B2B) relations. That relies heavily on the study of the human behavior with the particular focus on the so called "Basic Theory of the reasoned action" that was researched and written by (Ajzen & Fishbein, 1980) which has laid foundation for many following studies of psychological reaction with the particular focus on the needs and desires expressed in action. Which is later enhanced by the study made by I-Ju, Ming-Kuo, Yu-Heng, Tzong-Ming (2020) that provides with helpful methodology towards the intentions and willingness for the adoption of new IT infrastructure for companies. The combination of these papers gives a theoretical framework for the analysis of the Intention to Implement among various business representatives.

1.2 Practical Relevance

This research focuses on the implementation of the "Office Automation" solutions among middle and small sized companies and to what extend the willingness to apply this new technology in the already existing business processes is being influenced by the level of Awareness about its possibilities and potential for development among the companies. It aims to see how the knowledge about the opportunities to simplify the workflow of the enterprises affects the actual usage of such technologies. The Office Automation is an umbrella term that can be diffracted into separate subcategories, which is done by C. Osman (2019) that provides with very, handy divisions of the subject that can be further analyzed based on their practical usage in business. Its focus on real-life examples allows for quick evaluation of the possibilities of application in different operations or whole companies in the related industry that the particular capability can be used. Additionally, they can provide with the ideas for the analogical application in different sectors of economy that have similar needs for data processing but provide solutions for different problems such as direct usage of RPA application taken from the financial management finding real life usage in the Healthcare data processing with the more efficient transfer and categorization.

The measurement of Awareness based on the Heneley (1984) and P. Merikle (1984) gives practical framework for later research and commercial usage by companies with the special focus on marketing or business development that would like to apply tools measuring the awareness of particular technologies or new features being developed for the market. It allows for the deeper understanding of how we define the fact of knowing about the existence of the phenomenon in question and how does the mere fact of its interaction with the observer affects the following decisions and actions being the result of them Lin, Murray (2014).

Equally beneficial for the purpose of the use in commercial application of the innovations being accessible or tested for their recognition by the possible adopters of the new solutions or next variations of the services that can be provided by either already established businesses or the rising companies that would like to find a niche in the market. Quaddus & Hofmeyer (2017) provides a useful framework for such analysis that is suitable in B2B related transactions. The paper exercises the usage of the "Basic theory of reasoned reaction" that allows for the systematical analysis of the behavioral actions of potential customers and how they can respond to the given propositions, as well as how to properly measure their actual intention by the declaration with the use of scale, willingness to leave contact details or overall opinion about the researched feature. Such survey can be made based on the article by (Ajzen & Fishbein, 1980) that is the strong foundation for the analysis of the behavioural reaction and the description of how the stimulus is being perceived by the observer. This phenomenon with the specific focus on IT infrastructure and incremental improvements with the framework given by I-Ju, Ming-Kuo, Yu-Heng, Tzong-Ming (2020) allows for the logical process of examination of the willingness to enact the solution and general perception of the potential client.

1.3 Research Scope

This paper aims to provide the analysis of the effect, of knowledge about the existence of the Office Automation together with its potential in the simplification of business processes achieved by different capabilities (that can be categorized) on the Intention to Implement (ITI) among companies in the Business-to-Business relations. Therefore the article starts with the thorough literature review that aims to provide the framework to examine each particular element of the research with the definition of the Awareness followed by the definition of Office Automation combined with the list of its capabilities describing the practical usage and functioning of this technology with the usage of case studies that is later followed by the theoretical investigation into the theory of reasoned action that gives a foundation for the concept of Intention to Implement by various companies.

With the use of survey that applies the questionnaire distributed online, carries out research that enacts the theoretical concepts taken from the literature review by the practical use in form of questions being answered by the subjects of the research which results in the coherent report.

Lastly the paper aims to provide analysis of the report that shows correlations between researched concepts, displays the extent to which there can be made connection among the elements of the research. Such paper can give detailed comprehension for companies related to the subject of Office Automation and on which aspects of business development related to the awareness of this concept, they should concentrate their resources on.

2. RESEARCH QUESTION

What is the influence of **awareness** about **office automation capabilities** among small and medium sized companies on **intention to adopt in B2B relations?**

3. CONCEPTUAL FRAMEWORK

3.1 Awareness

Definition of Awareness can be very challenging to properly assess it. In his paper P. Merikle (1984) provides us with two definitions: "One definition, used in recent masked-prime studies, is objective and equates awareness with the ability to make forced-choice decisions above a chance level of performance." And in the other one he is quoting Heneley (1984) as "… is subjective and simply equates awareness with self-reports indicating that an observer "consciously sees" a stimulus" What needs to be noted is the fact that there can be many "types" of Awareness's as the concept can be understood as the Self-Awareness other named as "Contentiousness" in which case Bane, Seth, Massimini (2019) stand the existence of so called "Islands of Awareness" that appears in the cognitive reaction of brain when isolated from the rest of its environment (in the sensory perspective). Such name bears the elements of the "Emotional Awareness" or "Somatic Awareness" that have been analyzed by Kanbara, Fukunga (2016) where they have been providing with the analysis of the relation between different states of Awareness.

3.2 Office Automation

Is defined by C. Osman (2019)[i] bringing definition from European patent office as: "a technology that enables to automate the execution of repetitive and manually intensive activities." Additionally, quoting Gartner: "a productivity tool (sold as licensed software) that allows a user to configure one or more scripts (which some vendors refer to as "bots") to activate specific keystrokes in an automated fashion."

3.3 Office Automation Capabilities

In order to describe "Office Automation", it is better to make it in a form of its capabilities and different functions it serves in the information technologies being in the service of business processes.

3.3.1 Robot Process Automation (RPA)

Based on the definition from C. Osman (2019) quoting Sutherland it can be described as "application of specific technology and methodologies to use a computer or rather than a person to manipulate existing application software (e.g., ERPs, claims applications, databases, learning management systems) in the same way that a person today processes a transaction or completes a process"

3.3.2 Process Mining

„Process Mining is a domain including a series of methods and techniques that transform event logs generated by Information Systems into visual representations like Petri Nets, BPMN diagrams, Social Networks, etc." W.M.P. van der Aalst (2016). "Therein, besides process discovery, it also allows the analysis and comparison of To-Be processes to As-Is processes by using conformance checking algorithms. Process improvement using information stored in event logs represents the third Process Mining type: enhancement. Process analysis using Process Mining techniques helps users to identify deviations and bottlenecks of processes and their causes. Also, Process Mining represents the one of the main enablers of digital transformation through process improvement in terms of efficiency, speed, agility and compliance". C. Osman (2019)

3.3.3 Business Process Management Systems (BPMs)

"generic software systems that are driven by explicit process designs to enact and manage operational business processes" M. Weske, W.M. van der Aalst, and H.M.W. Verbeek (2004)

"Paul Harmon sees RPA as a scaled down version of BPMSs [15]. Although RPA and BPMS present similarities as both of them play a significant role in digital transformation of enterprise, there are slight differences between them. The major aim of RPA is to automate repetitive tasks, while BPMS focus not only on automation, but also on process improvement and decision support. On the other hand, RPA is considered lightweight IT, while BPMS heavyweight IT. Therefore, RPA acts at GUI level of an existing application, while BPMS development require programming skills. That is the reason why RPA can be implemented faster than a BPMS. Platforms like Google or Amazon may connect heavyweight and lightweight IT" C. Osman (2019)

3.4 Intention to Implement (in B2B relations)

In this research the intention to adopt is based on the paper Quaddus & Hofmeyer (2017) where they analyze adoption of B2B trading exchanges among small companies. Their definition of the Attitude and Intention to Adopt is based on previous papers: ", Attitude is a behavioural response, which has been widely studied by TRA, TPB and related past studies. The attitude and intention to adopt concepts have been applied in a number of TRA-related studies, such as education (Fredricks & Dossett, 1983), beer (Ajzen & Fishbein, 1980), and Internet banking (Tan & Teo, 2000), among many others."

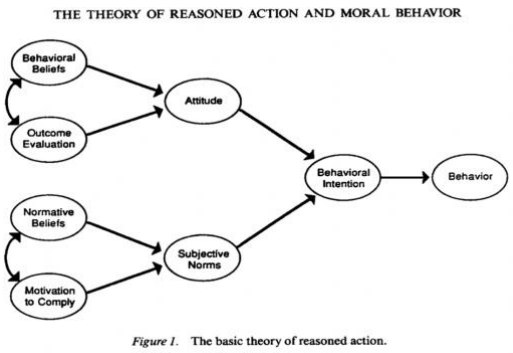


Fig.1 Basic theory of reasoned action from Ajzen & Fishbein, 1980

3.5 Relation between the concepts

With the primarily defined categories in which the capabilities of Office Automation can be described together with the need for providing of the example per each capability, the Awareness understood as the knowledge about the stimulus can be assigned to each function that can be further analyzed by the Intention to Implement that is based on the "Basic theory of reasoned reaction" making all the coherent foundation for the application in the secondary research.

4. METHODOLOGY

4.1 Research Design

For the intention to properly answer the research question and following sub questions there is a need to perform the analysis and research. The design of which would be done based on the dependency of the variables shown below (Fig. 2). Where Intention to adopt being the dependent variable and Awareness being the independent variable. Office Automation Capabilities defined and categorized in the section 3.3 are the moderator.

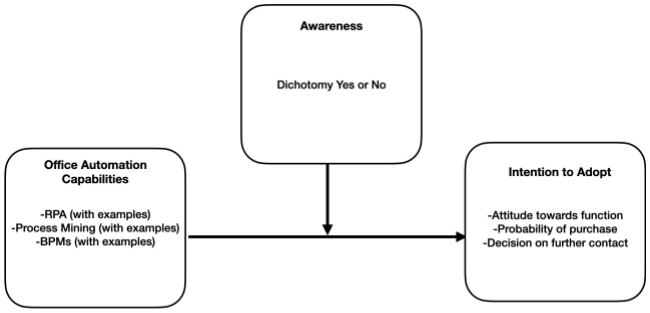


Fig.2 Awareness – Intention to Adopt Model based on Quaddus, M., & Hofmeyer, G. (2007) (own graphic)

The research itself has been divided into two separate groups. The primary research that is being made using the existing data taken from the literature review and that comes from information already given by the previous research papers and that is being previously analyzed and elaborated in the conceptual framework part of this paper. The secondary research is being made through the process of individual data collection that is being than through the online questionnaire that is being used to measure the Awareness of the participants using methods taken from the literature review and that is based on the research by Heneley (1984) and P. Merikle (1984), that provides definitions and theoretical basis for the questions being used to measure the level of the Awareness of the participants.

The "Office Automation Capabilities" are being taken from the theoretical framework and are being grouped to three categories where they are being analyzed and defined based on the literature review. Later on, they are being enhanced with the real-life examples together with the platforms and software providers that allow for the delivery of these particular solutions. Which gives the opportunity of much more precise description of the particular capability as well as can help the participants of the research better identify the elements that are being shown to them and about which they are being inquired about and that are being used in the secondary part of the research as an informational segment that takes from primary research being based on the literature review and being defined on the theoretical framework level.

Another part of the primary research that is being done by the literature review comes with the definition and analysis of the Awareness, as it is being the independent variable of the research. Heneley (1984) and P. Merikle (1984) gives the foundation to the understanding of the concept and provides examples used in their respective research that can be exploited as a model for this paper.

Lastly, the primary part of the research allows for the description and analysis of the Intention to Adopt that is being the dependent variable of this research. The article by Quaddus & Hofmeyer (2017) provides a good framework as they try to define the questions related to the willingness to implement of a particular technology and the overall opinion about the usefulness of the "Theory of the reasoned action" that is being formed by the study by Ajzen & Fishbein, 1980) in which they establish a methodology necessary for the monitoring and measuring of the opinion of the observer about the object in question.

QUESTION	METHOD
How do we define awareness?	Literature Review
Office Automation capabilities	Literature review and real-life examples
Willingness to implement	Online Survey

Fig.3 Methods used to answer the research question

4.2 Sampling

The main obstacle related to the general process of obtaining the data came from the fact that it was designated for the companies which meant that there had to be particular business' representatives made responsible for the fill out of the survey. As a result, the respondents came from not only different enterprises but also from different departments. Due to the nature of the survey the questions have been often directed to the IT departments of the respective companies (in cases when such departments existed).

The distribution has been done through various channels. Always by the send out of the hyperlink leading to the survey tool.

The first population is related to the Enschede and greater Twente region in eastern Netherlands. It was made with the use of database gathered via resources of the University of Twente that contains contact information to businesses registered in the technology park in the Enschede area. They have been reached by email and contacted directly with the secretaries that have either filled in the questions or directed them to other responsible employees. They represent very diversified spectrum of companies in terms of size, sector, and their investment in the IT industry.

Second group was taken from the distribution of the survey via the personal network of the researcher using social media platforms with the request to fill it in (for company representatives) and to spread it to other personal networks in order to receive as big range as possible. As a result, the responses came from various companies with majority of the size not bigger than 300 employees. The nationality of companies has been more diverse than in the first probe but still significantly skewed to the Netherlands.

Third and last distribution came from same channel – same social media platform but has been extracted via different method. As it was sent to various groups that associate professionals and company representatives that are related to diversified sectors of industry. The groups are categorized into different subject around which the information and discussion is being made. They have a global reach and contain thousands of members. As a result, the collected sample was extremely diverse in terms of nationality, size and sector of the companies. Due to the nature of the topics of said groups, the knowledge about IT sector and coming with it Office Automation has been the highest in this sample.

All together the survey has gathered 72 responses from different companies. Not all attempts have been finished, with only 43 being done in full and 53 filling in at least 85% of the survey. All the responses have been taken into consideration as the questions have been loosely connected with each other and any information

was beneficial to expanding the knowledge necessary for the analysis of the research question as well as was bringing more information for the general consideration of how the subject of Office Automation is perceived.

4.3 Data Collection

The method of the collection of data is in a form of online survey that will be distributed via hyperlink accessible from emails or post on social media platforms.

The questionnaire is made in English so that it would be inclusive for possibly most diverse group from the professional environment of company representatives.

Survey gathers information directly related to the research question and variables (Awareness, Office Automation Capabilities, Intention to Implement) and indirectly such as firmographics that try get to know more information about companies being surveyed.

All the responses are anonymized so that no particular answer can be linked to the business answering it. There are no personal questions to the employees participating in the survey. All the data is related to the whole companies and their relation with Office Automation solutions, not individuals.

4.4 Designing Questions

In order to collect information, there has been designed survey based on the questionnaire that has been distributed online via email and various platforms containing professionals and company representatives that could join it via anonymous link generated by the survey software provider. The questionnaire has been made based on the scheme represented in the table from **Figure 4.** Questions are designed so that they represent continuous story that is divided into 4 general parts and that ay the beginning tries to get information about companies being asked, later attempts to properly establish given company's knowledge about what Office Automation is and their understanding of this subject. Next it presents the participants of the survey with the general information containing description of the capability and an example. The fourth part of the survey aims to establish the Willingness to Implement of the particular capability by the participant with a series of questions.

It primary gains the basic information about the companies being surveyed. Their firmographics with the intention to get the better overview of particular companies' size, based on the number of the employees working at it. Type of the industry in which they perform their operations. Further, their investment and engagement in the information technologies industry asked by the existence of their own IT department, whether they outsource their services related to information processing or solve them in-house.

Second part intends to measure the level of the Awareness about the Office Automation. The model on which the form of the questions is based on the on the questionnaire from Ajzen &Fishbein, 1980. Primarily measuring the level of Awareness knowledge level about Office Automation. Primarily they are being asked to name examples of the Office Automation, that could be represented in a form of particular solutions, general examples, services provided by companies,

By asking their representatives to give particular examples. Further it explores Further it provides with a list of Office Automation capabilities based on C. Osman (2019) that is equipped with the description of each function as well as real life examples used in business. Next part provides dichotomous questions that aim to check the awareness of the company representative about the existence of the function.

After which it is being followed by the Intention to implement understood as the descriptive (on a scale) attitude towards the given function as well as the willingness of the further contact in order to implement it in the particular company's process, based on the questionnaire from Ajzen &Fishbein, 1980. With the last part of the questionnaire that asks about the statements in regard to the knowledge about the office automation prior to entering the survey followed by the opinion of the participants about the efficiency that the technology could bring to their company that is later followed by the statement about if the knowledge about the capabilities of the solution is the only (or major) factor influencing their willingness to apply it at their business.

Office Automation Capability	Awareness	Intention to Adopt
RPA -description -function -examples	Dichotomy: Yes or No	Attitude towards function Probability to purchase Decision on further contact
Process Mining -description -function -examples	Dichotomy: Yes or No	Attitude towards function Probability to purchase Decision on further contact
BPMs -description -function -examples	Dichotomy: Yes or No	Attitude towards function Probability to purchase Decision on further contact

Fig.4 Operationalization of Awareness and Intention to Adopt

5. ANALYSIS

The analysis of the online questionnaire has been made with the use of SPSS software by IBM. Data gathered with the use of Qualtrics tool has been exported and cleared from any unrelated secondary information. First part of the questionnaire is related to firmographics of the companies being surveyed and is analyzed based on the information given by the participants in a form of choosing from the multiple choice category (in regards to the type of industry) as well as the open question resulting in the string giving the number of employees of the company from which there is taken the mean value and standard deviation of the given numbers of employees. It is followed by the series of questions regarding the investment in the IT sector, existence of the designated department and directly related to the current application of the Office Automation solutions among researched companies which is later analyzed with the use of frequency tables. Furthermore the general knowledge and awareness about the Office Automation is being checked via different stages. Primary by the dichotomous question about hearing the term "Office Automation" that is followed by the open question where participants can name anything that could be used as an example of this technology in order to double check their actual awareness of the subject. Last part of the evaluation is made of three stages one for each capability where it is given the description of which together with example. It is followed by the dichotomous yes or no question about participant's awareness about the capability in question. Each of these segments additionally contains questions verifying the Intention to Implement by first asking the attitude about the newly discovered capability and then asks to evaluate participants intention on a scale from 1 to 10. The questions about the awareness have been assigned to the role of independent variables and have been coded with values 0 and 1 respectively to answers "No" and "Yes". The scale related to the willingness to adopt particular capability relates to dependent variable. In the

survey there have been 3 sets of such questions. The answers have been analyzed for correlation, regression and were part of the univariate analysis. The 3 stages are meant to verify the reliability of the answers.

5.1 Firmographics

In order to establish what type of companies have been surveyed, there has been made series of questions that were meant to put them into categories. This have been done in two purposes. First was the mandatory filtration that has separated regular people entering the survey either by accident or with the limited knowledge it applies to them, as it was meant for the company representatives answering in the name for particular enterprise not all the individuals. Second reason was for the related to expanding the knowledge beyond the singular research question and get the better overview of the companies being researched. The results can be visible in the Figure 5 that shows particular industry and the number of companies representing it in the survey. Despite the wide range of possible categories, the most populated was the one labeled "Other" where 4 have been manually written by participants as Hospitality or Hotel Industry, one from Tourism and one from Nanotechnology. Participants have been additionally asked about the size of the companies they represent. Due to the diverse sources of the distribution of the survey the primary target of requesting information only from small and medium sized companies have not been met. The result of the questionnaire is the wide variety of the professionals representing businesses employing 2 people as well as 500 as well as more than 2 or 4 thousand. The reported minimum is 2 employees and maximum of 40 000. That gives the mean of 1808,66 employees with standard deviation of 6548,78 of employees in one business. Companies with number of employees between 1 and 500 participated in the number of 47. Companies with the number of employees between 500 and 1000 participated 2 and from companies where number of employees reached over 1000 participated 9.

Nr	Industry	Choice Count	Percentage (%)
1	Chemical or Pharmaceutical Industry	1	2,63
2	Food and Beverages Industry	0	0,00
3	Agriculture Industry	2	5,26
4	Automotive Industry	3	7,89
5	Construction Industry	2	5,26
6	Energy Industry	0	0,00
7	ICT Industry	7	18,42
8	Creative Industry	2	5,26
9	Fashion Industry	0	0,00
10	Healthcare Industry	1	2,63
11	Financial Industry	6	15,79
12	Textile Industry	0	0,00
13	Media and Entertainment Industry	1	2,63
14	Transportation Industry	0	0,00
15	Education Industry	1	2,63
16	Education Industry	1	2,63
17	Telecommunications Industry	0	0,00
18	Other	11	28,95

Fig.5 The frequency table of the industry type of the participants of the survey

5.2 Awareness Analysis

The Awareness constituting the independent variable is being analyzed in the two stages. In the first one the general awareness about the Office Automation is being checked. From all the valid responses 51,11% of the respondents have answered "Yes" to that question. Meaning that little above the half of the participants have been experienced with the term. In the following question 16 respondent stated that they cannot name any particular example of this technology which is below the number of people answering "No" in the first one (21) which implies that some participants at least tried to give the answer. From the responses written down, the given examples can be indeed categorized as representative of the Office Automation with most of the positions providing with either names of the services provided by the software companies, other technologies that are understood as office automation like: chat bots, CRM's or ERP's. There were, however 3 examples that were unreverent and could not be categorized as a proof of the Awareness about Office Automation. Furthermore, the second part of the analysis of the Awareness came in three stages, where all Office Automation capabilities have been displayed, each in the separate segment. For each feature there has been description and example being shown. After which in each segment, there was a question to the participant about the knowledge about the capability being described to them. Again, it was a dichotomous question with answers "Yes" or "No". Which later was followed with the question whether it is already being implemented at their company. For the first capability (RPA) 46,15% already knew about it, from which only 20,51% had it already implemented. In the second capability (Process Mining) 38,89% new about the feature and 25% had it implemented. Last one (BPMS) has been known by the 60% of the respondents and only 40% declared the implementation of it in their company. Finally at the very end of the survey first question from the matrix which queried about the knowledge about office automation prior to the survey. In the combined part 41,18% of the participants declared the lack of knowledge about Office Automation prior to the survey.

5.3 Intention to Implement (ITI)

The Intention to Implement has been designated to become the dependent variable of this research. Equally as the Awareness it has been translated into questions that appear in 3 stages one per each capability being introduced to the participant. After the description of the feature and the query about the participant's knowledge about the said capability, the following questions are related to the "Basic theory of reasoned reaction" based on Ajzen & Fishbein, 1980 and primarily ask about the attitude of the participants towards given function. The first one (RPA) had a staggering 89,75% of the combined (Very Positive or Positive) reception by the participants, the following (Process Mining) had the approval of 86,11% (Very positive or Positive) and last feature (BPMS) had 94,28% of combined acceptance. Therefore, it is safe to say that all of the displayed Office Automation Capabilities have been received highly positive by the participants. The following question (in each segment) is directly connected with the dependent variable of Intention to Implement. It asked head on to point on a sale from 1 to 10 the probability of implementing the given function in their company. The first one was answered with the mean of 6,36 and std. deviation of 3,08. The second with the mean of 5,56 and std deviation of 2,96. And the last one with mean of 6,66 and std. deviation of 3,35. We can clearly see similarities between both the attitude towards given capability and the distribution of the likeliness of the implementation of the technology in the given sample. The level of positive recognition of the feature is not met with equal enthusiasm of the implementation, however indicating that other factors are involved in the implementation itself.

5.4 Relation of Awareness (IV) and Intention to Implement (DV)

In order to properly analyze how does the independent variable (Awareness of Office Automation capabilities) affects the dependent variable (Intention to Implement) the variables themselves need to be translated into particular questions of the survey that later need to be coded, quantified and analyzed in the quantitative way. In the research there have been made 3 separate segments one for each Office Automation capability in which there is asked dichotomous question: "Did you know about this function?" for which there are two possible answers "Yes" or "No" that are being coded 1 or 0 respectably. Each is followed in every segment with the question: "How likely are you to implement this function at your company?" with the answers given on a scale from 1 to 10 where 1 is very unlikely and 10 is very likely. These coded variables are later analyzed by the correlation between them, followed by the juxtaposition of these variables in the crosstab analysis, which later is investigated from the angle of regression that is finished by the univariate analysis that tries to establish the relations between the independent and dependent variables, additionally taking into consideration the third element which is the general knowledge about the Office Automation as a whole (Question nr 4). Each of these analyses is repeated 3 times one for each capability. This allows for the verification of the reliability of the answers given by the participants and for finding patterns or possible other factors involved.

5.4.1 Correlation

		IV	DV	IV	DV	IV	DV
IV	Pearson Correlation	1	-,454**	1	,337*	1	-,652**
	Sig. (2-tailed)		,004		,048		,000
	N	38	38	35	35	34	34
DV	Pearson Correlation	-,454**	1	,337*	1	-,652**	1
	Sig. (2-tailed)	,004		,048		,000	
	N	38	38	35	35	34	34

Fig.6 The combined table of the correlation between awareness and intention to implement in all 3 capabilities

In order to answer research question there has been made test for correlation between Awareness the independent variable and the Intention to Implement, the dependent variable. In the first capability we can observe negative correlation of the medium strength that is followed but equally medium strength but of positive correlation with the again negative correlation but of bigger strength than both previous examples. This points to the possible unreliability of the analysis made with the use of correlation in this sample.

5.4.2 Crosstabs

To further evaluate the influence of Awareness about Office Automation Capabilities on the implementation of this technology the analysis through crosstabs has been made. The columns have been assigned to the independent variable with the answers "Yes" or "No" that have been confronted with the rows representing the dependent variable that is answered on a scale from 1 to 10 with the answer about having the function already implemented coded as 11. Contrary to the correlation analysis we can see clear similarities between the 3 segments where data in each is aligned similarly to the rest. First thing that can be noticed is how in each case when answered about the knowledge about the function as "Yes" it is the only chosen option when it is being already used at the particular company (which is a logical consequence and points to the reliability of the given analysis). Additionally in all of the 3 cases there is 0 answers pointing to the highest likeliness of implementation at their company, whereas in answers "Yes" the leads to at least on answer implying highest point in scale. Furthermore we can observe that in both cases of whether the answer is "Yes" or "No" we can see similar distribution of choices in scale that fluctuates between 4 and 8 as well as bigger amount of choices on a scale above 5 in total.

		Did you know about this function? Yes	No	Total
How likely are you to implement this function at your company? (where 1 is very unlikely and 10 is very likely)	1	1	4	5
	3	2	2	4
	4	0	1	1
	5	0	4	4
	6	2	2	4
	7	2	4	6
	8	1	4	5
	9	2	0	2
	10	2	0	2
	It is already being used at our company	5	0	5
Total		17	21	38

		Did you know about this function? Yes	No	Total
How likely are you to implement this function at your company? (where 1 is very unlikely and 10 is very likely)	1	1	4	5
	2	0	1	1
	3	0	3	3
	4	1	3	4
	5	0	4	4
	6	2	5	7
	7	2	0	2
	8	3	1	4
	10	1	0	1
	It is already being used at our company	4	0	4
Total		14	21	35

		Did you know about this function? Yes	No	Total
How likely are you to implement this function at your company? (where 1 is very unlikely and 10 is very likely)	1	0	4	4
	2	0	1	1
	3	1	2	3
	4	1	1	2
	5	1	1	2
	6	1	3	4
	7	3	0	3
	8	3	1	4
	9	1	1	2
	10	1	0	1
	It is already being used at our company	8	0	8
Total		20	14	34

Fig.7 Crosstabs showing relation between the knowledge about the given function and intention to implement on a scale from 1 to 10

5.4.3 Regression

In order to assess the level of affect of the Awareness about Office Automation capabilities on the Intention to implement, the regression analysis have been made. The measurement was made separately for each feature. The results are 3 distinct tables (available in the **Appendix**) pointing to the outcome of essentially same questions. In the first example the R squared = 0,206 the F= 9,348 and p-value is smaller than alpha level (0,05) therefore we can conclude that the model reliably predicts the regression. The coefficient is -2,835 Since the analyzed independent variables are coded 0 or 1 (No and Yes respectively) we can conclude from the model that in. case of indicated knowledge about the function we can observe the decrease in the

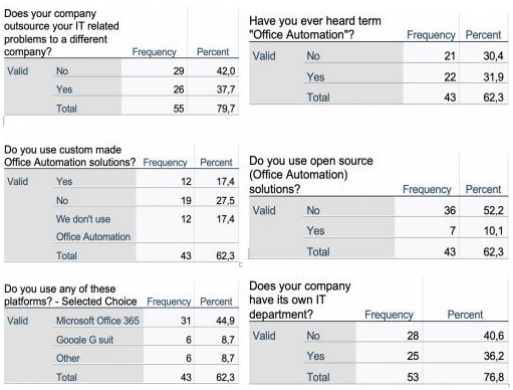
likeliness to implement by almost 3 points. In the next example the R squared = 0,373 the F= 19,631 and p-value is smaller than alpha level (0,05) therefore we can conclude that the model reliably predicts the regression. The coefficient is -3,738 Since the analyzed independent variables are coded 0 or 1 (No and Yes respectively) we can conclude from the model that in case of indicated knowledge about the function we can observe the decrease in the likeliness to implement by almost 4 points. In the last example the R squared = 0,206 the F= 23,718 and p-value is smaller than alpha level (0,05) therefore we can conclude that the model reliably predicts the regression. The coefficient is -4,5 Since the analyzed independent variables are coded 0 or 1 (No and Yes respectively) we can conclude from the model that in. case of indicated knowledge about the function we can observe the decrease in the likeliness to implement by over 4 points.

5.4.4 Univariate

In order to separate the differences about the general knowledge about the Office Automation understood as the broader concept of available technology (known prior to taking the survey) from the one regarding particular capability, the univariate analysis has been made with 3 separate variables where 2 of them have been related to the Awareness and third to the Intention to Implement. Additionally the analysis has been made 3 times, each for the separate capability with the variables asking essentially the same questions. (Results available in **Appendix**) In the first example the Mean Square = 29,608 (with both questions as intercept) the F = 4,786 , however p-value is above the alpha level (0,05) meaning that we cannot reliably predicts the relation between variables. In the next example the Mean Square = 3,27 (with both questions as intercept) the F = 0,484 , however p-value is above the alpha level (0,05) similarly meaning that we cannot reliably predicts the relation between variables. In the last example the Mean Square = 3,178 (with both questions as intercept) the F = 0,430 , however p-value is above the alpha level (0,05) meaning that again we cannot reliably predicts the relation between variables.

5.5 Secondary Findings

Besides main questions about the prior knowledge about Office Automation capabilities and the inquired Intention to Implement given functions. The participants of the survey have been asked sperate questions about information regarding the companies they represent. The main focus was put on the investment in the IT sector and whether the company possesses its own department designated this sector of industry. With the aim being to analyze the relation between the existence of the IT department at the company or the outsourcing of the related services to the independent business delivering solutions. From the valid responses 53,45% of companies did not own their IT department, 48,28% said they outsource their problems with the information technologies to the separate business. Only 26,67% answered that their department or outsourcer implements Office Automation solutions, 37,78% responded that they don't know what term "Office Automation" means (from the same question) which can lead to higher actual number in the previous answer. On the question about existing software service providers 73,33% of the respondents said that they are using Microsoft 365 cloud solutions,13,33% Google G-suit, no answers were given to the Ui Path and 13,33% answered that they use other platforms, from the open field to give examples one was given: KOFAX. On a question about the use of open source solutions only 15,56% have responded "Yes" where significant majority of 84,44% has informed that they don't use such methods. In a question about the use of custom made Office Automation solutions (made directly by a specialist or a company with the use of source code outside of the use established SaaS platforms) 26,67% declared the application of custom made solutions, 44,44% said "No" and 28,89% declared that they don't apply Office Automation in their companies at all.



Does your company outsource your IT related problems to a different company?

		Frequency	Percent
Valid	No	29	42,0
	Yes	26	37,7
	Total	55	79,7

Have you ever heard term "Office Automation"?

		Frequency	Percent
Valid	No	21	30,4
	Yes	22	31,9
	Total	43	62,3

Do you use custom made Office Automation solutions?

		Frequency	Percent
Valid	Yes	12	17,4
	No	19	27,5
	We don't use Office Automation	12	17,4
	Total	43	62,3

Do you use open source (Office Automation) solutions?

		Frequency	Percent
Valid	No	36	52,2
	Yes	7	10,1
	Total	43	62,3

Do you use any of these platforms? - Selected Choice

		Frequency	Percent
Valid	Microsoft Office 365	31	44,9
	Google G suit	6	8,7
	Other	6	8,7
	Total	43	62,3

Does your company have its own IT department?

		Frequency	Percent
Valid	No	28	40,6
	Yes	25	36,2
	Total	53	76,8

Fig.8 Frequency tables with answers related to the prior knowledge about the Office Automation, the existence of the IT department and the implementation of the existing solutions

6. CONCLUSION

The intention of this research was to investigate the influence of the Awareness of Office Automation Capabilities on the expressed willingness to implement it at the company in which inquired representatives work at. In order to establish the capabilities of this technology the categorization has been made with the use of literature review after which the theoretical framework was established with the definition of Awareness and the Intention to Implement being based on the "Basic theory of reasoned reaction". The secondary research was done with the quantitative analysis of the online survey made with the use of 63 responses from the company representatives. The research has found negative relation between the knowledge about Office Automation Capabilities and the likeliness of implementing it at the company by the asked representative. The results can suggest requirement of better explanation of the possibilities of the application of the technology or other factors involved in the decision-making process about the implementation of the solution at the company.

7. LIMITATIONS AND FUTURE RESEARCH

The sample of 63 respondent might not be representative enough to provide with fully informative answers about the researched subject. Additionally parts of the sources of distribution of the questionnaire have been from the sites of people already interested in the Office Automation which might give results leaning towards different ones when asked with the fully diversified group of representatives. The explanatory materials used in the survey might not fully demonstrate the capabilities of Office Automation. The future research should be focused on what other factors besides Awareness can influence the decision on the implementation of the technology and what obstacles are stopping it.

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Appendix

Questionnaire

Participants were administered a questionnaire containing descriptions of two hypothetical situations portraying moral situations in sport. They were asked to read these descriptions carefully, to attempt to imagine themselves as clearly as possible in each of the situations described, and to indicate how they would behave in these situations. Participants were presented with two hypothetical dilemmas. In each case, the dilemma required that the athlete make a decision about engaging or not engaging in a behavior that pertained to moral issues (see Kurtines, 1986). The behavioral choices for the two situations included (a) whether to criticize the official for having made a bad call that cost the athlete the event and (b) whether to inform the official of one's undeserved outcome, which if told would cost the athlete the event. The two hypothetical situations were selected because they reflected important moral behaviors found in sport (Vallerand, Deshaies, Cuerrier, Brière, & Pelletier, 1991). The hypothetical situation used in Situation 2 for track and field is presented below.

> Imagine that you are in the following situation. You are running in the finals of an important meet. You are struggling for third place and it is very close. Two runners have already finished. As you cross the finish line, you can see that the other runner you were competing with for third place has beaten you very slightly. You end up fourth. Later on, as results are posted, you realize that the officials have made an important error in giving you third place and the bronze medal. You are the only one to have noticed the officials' mistake as the other runner was in no position to see that he (she) finished in front of you. You have the choice of telling the officials that they have made a mistake in giving you third place or shut up and say nothing at all.

After each of the two situations, the psychological constructs of behavioral beliefs, outcome evaluation, specific referents, attitude, subjective norms, and behavioral intention were measured. Questions were presented in the order suggested by Ajzen and Fishbein (1980, Appendix 1). Questions used in track and field for Situation 2 are presented below.

Behavioral intention. This measure was assessed by asking subjects whether they would respond, "If I were in this situation, I would shut up and say nothing at all." The scale for this question ranged from *very certainly yes* (1) to *very certainly no* (4).

Attitudes. This measure was assessed by three questions. "To shut up and say nothing would be for me" was rated on three four-point scales for *very good* (1) to *very bad* (4), *intelligent* (1) to *stupid* (4), and *beneficial* (1) to *harmful* (4).

Behavioral beliefs. These were assessed by one question. "To shut up and say nothing would mean that I would win the bronze medal" was rated on a 4-point Likert-type scale ranging from *very true* (1) to *very false* (4).

Outcome evaluation. This was also assessed by one question. "Winning the bronze medal would be for me:" *very good* (1) to *very bad* (4), rated on a 4-point scale.

Subjective norms. This scale was assessed by one question. "Most people who are important to me think that I should shut up and say nothing," rated on a 4-point scale ranging from *very true* (1) to *very false* (4).

Normative beliefs. This scale was assessed by six questions. "My father thinks that I should shut up and say nothing" was rated on a 4-point scale ranging from *very true* (1) to *very false* (4). The same question was asked in regard to mother, teammates, friends, coach, and physical education teacher.

Motivation to comply. This scale was completed only once after the completion of the two situations. It assessed five general questions: "In general, I want to do what my father [mother, friends, coach, and physical education teacher] thinks I should do?" Responses to the motivation to comply questions were made on a 4-point scale ranging from *agree completely* (1) to *disagree completely* (4).

Office Automation Capabilities

Survey Questions exported from Qualtrics tool

Start of Block: Disclaimer

Q0 The aim of this survey is to research the influence of the awareness about Office Automation capabilities on its implementation among small and medium sized companies.

All data gathered is used only for the purpose of the research, does not collect any names and is fully anonymous.

End of Block: Disclaimer

Start of Block: Firmographics

Q0 Which industry does your company represent?

- ○ Chemical or Pharmaceutical Industry (1)
- ○ Food and Beverages Industry (2)
- ○ Agriculture Industry (3)
- ○ Automotive Industry (4)
- ○ Construction Industry (5)
- ○ Energy Industry (6)
- ○ ICT Industry (7)
- ○ Creative Industry (8)
- ○ Fashion Industry (9)
- ○ Healthcare Industry (10)
- ○ Financial Industry (11)
- ○ Textile Industry (12)
- ○ Media and Entertainment Industry (13)
- ○ Sport Industry (14)
- ○ Transportation Industry (15)
- ○ Education Industry (17)
- ○ Telecommunications Industry (18)
- ○ Other (19) _____

Q1 Does your company have its own IT department?

- ○ Yes (1)
- ○ No (2)

Q2 Does your company outsource your IT related problems to a different company?

- ○ Yes (1)
- ○ No (2)

Q3 How many employees does your company have?

_____

End of Block: Firmographics

Start of Block: Office Automation Introduction

Q4 Have you ever heard term "Office Automation"

- ○ Yes (1)
- ○ No (2)

Q5 Could you write examples of Office Automation?

_____

Q6 Does your IT department or outsourcer implement Office Automation solutions?

- ○ Yes (1)
- ○ No (2)
- ○ I don't know what office automation means (3)

Q7 Do you use any of these platforms?

- ○ Microsoft Office 365 (1)
- ○ Google G suit (2)
- ○ Ui Path (3)
- ○ Other (4) _____

Q8 Do you use open source (Office Automation) solutions?

- ○ Yes (1)
- ○ No (2)

Q9 Do you use custom made Office Automation solutions?

- ○ Yes (1)
- ○ No (2)
- ○ We don't use Office Automation (3)

End of Block: Office Automation Introduction

Start of Block: Capability 1 Robot Process Automation

Info Please read before answering next question

Robot Process Automation (RPA)

-Robotic process automation (RPA) refers to software that can be easily programmed to do basic, repetitive tasks across applications. -RPA creates and deploys a software robot with the ability to launch and operate other software. -Designed primarily for office-type functions, RPA works like a digital assistant, doing routine onerous tasks that would otherwise eat up employees' time. RPA software is designed to reduce the burden for employees of completing repetitive, simple tasks. Example: Microsoft Power Automate

Q10 Did you know about this function?

- ○ Yes (1)
- ○ No (2)

Q11 Do you use it at your company?

- ○ Yes (1)
- ○ No (2)

Q12 What is your attitude towards this function? (based on the description and/or real-life experience)

- ○ Very Positive (1)
- ○ Positive (2)
- ○ Negative (3)
- ○ Very Negative (4)

Q13 How likely are you to implement this function at your company? (where 1 is very unlikely and 10 is very likely)

- ○ 1 (1)
- ○ 2 (2)
- ○ 3 (3)
- ○ 4 (4)
- ○ 5 (5)
- ○ 6 (6)
- ○ 7 (7)
- ○ 8 (8)
- ○ 9 (9)
- ○ 10 (10)
- ○ It is already being used at our company (11)

End of Block: Capability 1 Robot Process Automation

Start of Block: Capability 2 Process Mining

Info
Please read before answering next question

Process Mining

The main goal of Process Mining is to analyze how processes actually transpire, how they deviate from the ideal model, what problems occur, what optimization measures should be taken, and then start to improve the process.

Main Process Mining functions:

-Do an in-depth analysis -Benchmark -Compare -Monitor -Trigger workflows -Collaborate on process improvements

Example:

Microsoft Mobile Device Management

Q14 Did you know about this function?

- ○ Yes (1)
- ○ No (2)

Q15 Do you use it at your company?

- ○ Yes (1)
- ○ No (2)

Q16 What is your attitude towards this function? (based on the description and/or real-life experience)

- ○ Very Positive (1)
- ○ Positive (2)
- ○ Negative (3)
- ○ Very Negative (4)

Q17 How likely are you to implement this function at your company? (where 1 is very unlikely and 10 is very likely)

- ○ 1 (1)
- ○ 2 (2)
- ○ 3 (3)
- ○ 4 (4)
- ○ 5 (5)
- ○ 6 (6)
- ○ 7 (7)
- ○ 8 (8)
- ○ 9 (9)
- ○ 10 (10)
- ○ It is already being used at our company (11)

End of Block: Capability 2 Process Mining

Start of Block: Capability 3 Business Process Management Software

Info
Please read before answering next question

Business Process Management Software (BPMs)

Allows for implementation of systems controlling the flow of RPA solutions as well as Process Mining tools in order to deliver coherent dashboard simplifying the management of the automated operations in a form of console monitoring and redirecting to the particular functions.

Example:

Microsoft SharePoint

Q18 Did you know about this function?

- ○ Yes (1)
- ○ No (2)

Q19 Do you use it at your company?

- ○ Yes (1)
- ○ No (2)

Q20 What is your attitude towards this function? (based on the description and/or real-life experience)

- ○ Very Positive (1)
- ○ Positive (2)
- ○ Negative (3)
- ○ Very Negative (4)

Q21 How likely are you to implement this function at your company? (where 1 is very unlikely and 10 is very likely)

- ○ 1 (1)
- ○ 2 (2)
- ○ 3 (3)
- ○ 4 (4)
- ○ 5 (5)
- ○ 6 (6)
- ○ 7 (7)
- ○ 8 (8)
- ○ 9 (9)
- ○ 10 (10)
- ○ It is already being used at our company (11)

End of Block: Capability 3 Business Process Management Software

Start of Block: Office Automation Summary

Q22 Do you agree with the statements:

	Strongly agree (1)	Agree (2)	Somewhat agree (3)	Neither agree nor disagree (4)	Somewhat disagree (5)	Disagree (6)	Strongly disagree (7)
Prior to this survey I had no knowledge about Office Automation and its capabilities (1)	○	○	○	○	○	○	○
I think that Office Automation can substantially improve efficiency of my company (2)	○	○	○	○	○	○	○
Lack of knowledge about Office Automation was the only barrier from its implementation at my company (3)	○	○	○	○	○	○	○

End of Block: Office Automation Summary

Start of Block: Bonus information

The Output of the SPSS analysis

Regression 1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Did you know about this function?[b]	.	Enter

a. Dependent Variable: How likely are you to implement this function at your company? (where 1 is very unlikely and 10 is very likely)

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,454[a]	,206	,184	2,842

a. Predictors: (Constant), Did you know about this function?

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	75,493	1	75,493	9,348	,004[b]
	Residual	290,717	36	8,075		
	Total	366,211	37			

a. Dependent Variable: How likely are you to implement this function at your company? (where 1 is very unlikely and 10 is very likely)

b. Predictors: (Constant), Did you know about this function?

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	10,717	1,512		7,090
	Did you know about this function?	-2,835	,927	-,454	-3,058

Coefficients[a]

Model		Sig.
1	(Constant)	,000
	Did you know about this function?	,004

a. Dependent Variable: How likely are you to implement this function at your company? (where 1 is very unlikely and 10 is very likely)

Regression 2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Did you know about this function?[b]	.	Enter

a. Dependent Variable: How likely are you to implement this function at your company? (where 1 is very unlikely and 10 is very likely)

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,611[a]	,373	,354	2,445

a. Predictors: (Constant), Did you know about this function?

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	117,376	1	117,376	19,631	,000[b]
	Residual	197,310	33	5,979		
	Total	314,686	34			

a. Dependent Variable: How likely are you to implement this function at your company? (where 1 is very unlikely and 10 is very likely)

b. Predictors: (Constant), Did you know about this function?

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	11,524	1,412		8,163
	Did you know about this function?	-3,738	,844	-,611	-4,431

Coefficients[a]

Model		Sig.
1	(Constant)	,000
	Did you know about this function?	,000

a. Dependent Variable: How likely are you to implement this function at your company? (where 1 is very unlikely and 10 is very likely)

Regression 3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Did you know about this function?[b]	.	Enter

a. Dependent Variable: How likely are you to implement this function at your company? (where 1 is very unlikely and 10 is very likely)

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,652[a]	,426	,408	2,652

a. Predictors: (Constant), Did you know about this function?

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	166,765	1	166,765	23,718	,000[b]
	Residual	225,000	32	7,031		
	Total	391,765	33			

a. Dependent Variable: How likely are you to implement this function at your company? (where 1 is very unlikely and 10 is very likely)

b. Predictors: (Constant), Did you know about this function?

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	13,000	1,381		9,410
	Did you know about this function?	-4,500	,924	-,652	-4,870

Coefficients[a]

Model		Sig.
1	(Constant)	,000
	Did you know about this function?	,000

a. Dependent Variable: How likely are you to implement this function at your company? (where 1 is very unlikely and 10 is very likely)

Univariate Analysis of Variance 1

Between-Subjects Factors

		Value Label	N
Have you ever heard term "Office Automation"	1	Yes	21
	2	No	17
Did you know about this function?	1	Yes	17
	2	No	21

Tests of Between-Subjects Effects

Dependent Variable: How likely are you to implement this function at your company? (where 1 is very unlikely and 10 is very likely)

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Intercept	Hypothesis	1212,848	1	1212,848	44,030	,095
	Error	27,546	1	27,546[a]		
Q4	Hypothesis	64,212	1	64,212	2,169	,380
	Error	29,608	1	29,608[b]		
Q10	Hypothesis	27,546	1	27,546	,930	,511
	Error	29,608	1	29,608[b]		
Q4 * Q10	Hypothesis	29,608	1	29,608	4,786	,036
	Error	210,339	34	6,186[c]		

a. MS(Q10)

b. MS(Q4 * Q10)

c. MS(Error)

Expected Mean Squares[a,b]

Source	Variance Component			
	Var(Q10)	Var(Q4 * Q10)	Var(Error)	Quadratic Term
Intercept	16,744	8,372	1,000	Intercept, Q4
Q4	,000	8,372	1,000	Q4
Q10	16,744	8,372	1,000	
Q4 * Q10	,000	8,372	1,000	
Error	,000	,000	1,000	

a. For each source, the expected mean square equals the sum of the coefficients in the cells times the variance components, plus a quadratic term involving effects in the Quadratic Term cell.

b. Expected Mean Squares are based on the Type III Sums of Squares.

Univariate Analysis of Variance 2

Between-Subjects Factors

		Value Label	N
Have you ever heard term "Office Automation"	1	Yes	20
	2	No	15
Did you know about this function?	1	Yes	14
	2	No	21

Tests of Between-Subjects Effects

Dependent Variable: How likely are you to implement this function at your company? (where 1 is very unlikely and 10 is very likely)

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Intercept	Hypothesis	777,455	1	777,455	8,533	,210
	Error	91,108	1	91,108[a]		
Q4	Hypothesis	2,125	1	2,125	,702	,556
	Error	3,027	1	3,027[b]		
Q14	Hypothesis	91,108	1	91,108	30,102	,115
	Error	3,027	1	3,027[b]		
Q4 * Q14	Hypothesis	3,027	1	3,027	,484	,492
	Error	193,792	31	6,251[c]		

a. MS(Q14)

b. MS(Q4 * Q14)

c. MS(Error)

Expected Mean Squares[a,b]

Source	Variance Component			
	Var(Q14)	Var(Q4 * Q14)	Var(Error)	Quadratic Term
Intercept	10,188	5,094	1,000	Intercept, Q4
Q4	,000	5,094	1,000	Q4
Q14	10,188	5,094	1,000	
Q4 * Q14	,000	5,094	1,000	
Error	,000	,000	1,000	

Univariate Analysis of Variance 3

Between-Subjects Factors

		Value Label	N
Have you ever heard term "Office Automation"	1	Yes	20
	2	No	14
Did you know about this function?	1	Yes	20
	2	No	14

Tests of Between-Subjects Effects

Dependent Variable: How likely are you to implement this function at your company? (where 1 is very unlikely and 10 is very likely)

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Intercept	Hypothesis	1214,864	1	1214,864	7,600	,222
	Error	159,853	1	159,853[a]		
Q4	Hypothesis	,032	1	,032	,010	,936
	Error	3,178	1	3,178[b]		
Q18	Hypothesis	159,853	1	159,853	50,293	,089
	Error	3,178	1	3,178[b]		
Q4 * Q18	Hypothesis	3,178	1	3,178	,430	,517
	Error	221,690	30	7,390[c]		

a. MS(Q18)

b. MS(Q4 * Q18)

c. MS(Error)

Expected Mean Squares[a,b]

Source	Variance Component			
	Var(Q18)	Var(Q4 * Q18)	Var(Error)	Quadratic Term
Intercept	15,101	7,551	1,000	Intercept, Q4
Q4	,000	7,551	1,000	Q4
Q18	15,101	7,551	1,000	
Q4 * Q18	,000	7,551	1,000	
Error	,000	,000	1,000	

a. For each source, the expected mean square equals the sum of the coefficients in the cells times the variance components, plus a quadratic term involving effects in the Quadratic Term cell.

b. Expected Mean Squares are based on the Type III Sums of Squares.