

## **Organizational learning and vendor support quality by the usage of application software packages: A study of Asian entrepreneurs**

### **Abstract**

In this paper we study how organizational learning impacts organizational behavior, and how vendor support quality enhances product adoption and usage behavior. These constructs were verified using Application Software Packages (ASP) — a prewritten, precoded, commercially available set of programs that eliminates the need for individuals or organizations to write their own software programs for certain functions. The relationship between ASP usage, usage outcomes and use processes were also investigated. Two hundred and ninety-five Chinese, Indian, and Malay entrepreneurships were studied. It was found that usage outcome strongly determines usage, while use process has only an indirect relationship (via outcome) on usage. The impact of organizational learning and vendor service quality on usage, usage outcome, and use process were robust. Theoretical and practical implications of the research are discussed.