

## **ABSTRACT**

This paper presents a model of radio frequency identification (RFID) adoption by a Logistic Service Provider (LSP) in the logistic industry Malaysia. Due to lack of models associate with the RFID adoption in logistic industry Malaysia, the model was developed. The study uses the case study research approaches to perform an inductive investigation on the RFID adoption by the local LSP. Semi-structured interviews were conducted primarily with the IT director and research officers who advocated the RFID's pilot test project. The technology appropriation model of RFID adoption was developed in this study is useful to determine the success of RFID adoption. From the case study, it is concluded that three stages of RFID evaluation process (i.e. attractors/repellents, appropriation/disappropriation and reinforcers) are identified as primary components of the LSP evaluation on the adoption of RFID technology in the logistic industry. The study offer useful guidance for LSP practitioners prior any implementation of the RFID technology. As limited study has been conducted on RFID technology adoption in this country, hence this paper will motivate the future study in this area. Therefore, the research is considers radical and will benefit the LSPs who intend to pursue competitive advantage over the rivals.

## **ACKNOWLEDGEMENTS**

The research helped me break out of my intellectual isolation which resides beneath me whereby after meeting my supervisor Dr. Shamshul Bahri whom provides me guidance and enlighten me throughout the development of this research project. Without his guidance, I will not be able to complete this research project in time. Therefore, in the given opportunity I would like to express my highest appreciation and thankfulness to him for his patience, passion as a mentor and generosity to share knowledge, experiences and guidance that given to me to complete this project.

Secondly, I would like to thank to my family for giving me the full supports to further my MBA in University Malaya. Without their love and strong commitment given to me, I would not be able to develop this project to this stage.

Last but not least, I would like to express my deepest gratitude to all my friends, respondents and companies whom willingly to assist me in getting ample of related information, accepting interviews and provide me the directions to obtain more respondents towards the completion of the project.

Thank you very much.