APPLICATION OF PROTECTION MOTIVATION THEORY TO STUDY THE FACTORS THAT INFLUENCE DISASTER RECOVERY PLANNING: AN EMPIRICAL INVESTIGATION

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Abstract: In today’s information intensive and networked world, Disaster Recovery Planning (DRP) is a critical and significant activity. However, DRP does not always receive the attention it deserves. Therefore, it is critical to examine the factors that influence the undertaking of DRP. A model on DRP was developed using the theoretical lens of Protection Motivation Theory (PMT). Drawing from PMT literature and using the information technology disaster recovery planning (ITDRP) construct developed by Shropshire and Kadlec (2009), a research model was created in which perceived severity and vulnerability, intrinsic and extrinsic rewards, fear, response efficacy, self-efficacy, and response costs are the determinants of ITDRP. The results of an Exploratory Factor Analysis indicated issues of conceptual overlap of items of perceived severity with other factors and therefore, the variable perceived severity was dropped from the model. Based on a Principal Components Analysis, the items of ITDRP were consolidated into three factors: (1) identification, recovery, and back-up procedures; (2) procedures for the DRP plan, human resources, and physical facilities; and (3) offsite storage. Three regression models were formed with these three factors as the dependent variables. The regression results showed that self-efficacy and response costs were significant and consistent predictors of ITDRP. These results are consistent with previous studies that used PMT in other contexts.