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Cultural Orientation and Technology Acceptance

Technology Acceptance Model has been widely used to understand adoption of technology. In this presentation Dr. Naveen Donthu will discuss the development of a scale to measure individual cultural orientation and its application to understand cultural differences in technology adoption.

11th Quest for Global Competitiveness Conference
University of Puerto Rico, Río Piedras Campus
November 29, 2018

Proposals for paper presentations, panels, and scientific posters in all fields related to Business and Management will be considered, in on-site and distance modalities. The online submission deadline is **August 15, 2018**.

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