



## **Naveen Donthu**

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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**

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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 **September 15, 2018**

**[Click here to submit your proposal.](#)**