

조직구성원의 신제품 혁신에 대한 태도가 산업재 수용의도에 미치는 영향에 관한 연구

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- Abstract -

Organizational innovation adoption has received increasing attention in the marketing literature over the past decades. The objective of this paper is to discuss the main findings individual adopter within an organization. So, we reviewed previous literature and found main factor to effect on adoption process. Our study integrated exogenous variables (social factors, organizational factors, personal factors) in explaining user acceptance of industrial goods within an organization.