

The Individual Differences of Adopters of Technology in a Challenging Labor Market

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Digital technology can attract talent that aligns with an organization's goals by displaying to potential hires that the organization values innovation and growth. Despite this fact, these technologies have proven difficult to implement because they are not always accepted or adopted. Businesses often have a difficult time implementing a new digital technology because of a lack of acceptance from its employees, and a lack of adoption from instructors can cause educational settings to lack the proper technological education, which may discourage potential teachers from working in those settings. Because of the importance and potential usefulness of digital technology, it is important for organizations to understand what factors affect someone's likelihood of adopting and using a technology. One way in which research has examined the acceptance of technology is through individual differences (IDs) in the groups that the technology is targeting. The current poster comes from a literature review examining studies researching IDs' influence on the acceptance of technology. Some of the IDs frequently examined in the research include personality traits, gender, social influence, socio-economic status, self-efficacy, trust, personality, and experience. Different circumstances will also affect how these IDs influence the acceptance of a technology. Banking applications, for example, rely on trust from the consumers using them, while educational institutions often need their teachers to have self-efficacy with using technology to effectively implement it. While IDs may affect acceptance differently in different circumstances, the findings from the literature review did allow for the creation of acceptance and adoption model by considering these various IDs. The results of this review can help businesses understand how to implement technologies to signal to potential hires that they value innovation and growth. When effectively integrated, this technology can attract tech-savvy candidates by displaying the organization's ability to create a modern work environment. When a business is successfully able to demonstrate a commitment to leveraging new technology for the success of the organization, this can attract talent that aligns with the organization's goals.