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## TECH ADOPTION BEYOND CULTURAL DIFFERENCES

*International Growth Acceleration Program*

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### OVERVIEW

Uncover the complex connections between national culture and technology adoption. This course explores models and theories that help in understanding how social and cultural characteristics can influence the diffusion of new technologies. Acquire valuable insights into the major challenges and opportunities faced by global companies and startups in achieving success in the high-tech arena.

### COURSE AGENDA

- Introduction: Setting the Stage
- Unveiling National Culture Dimensions
- Deciphering the Technology Acceptance Model
- Exploring the Mechanics of Diffusion of Innovations
- Decoding the Effects of Culture on Technology Adoption
- Leveraging Opportunities and Overcoming Challenges
- Key Takeaways and Lessons Learned
- Program Conclusion and Recap

### WHAT TO EXPECT

- **Theoretical Foundations:** explore theories such as the National Culture Model, Technology Acceptance Model (TAM), and Diffusion of Innovations (DoI) to understand the underpinnings of technology adoption in different cultural contexts.
- **Real-world Insights:** analyze the practical effects of culture on technology adoption, identifying opportunities and challenges faced by high-tech companies.
- **Strategic Thinking:** develop a new strategic mindset to navigate the cultural landscape and optimize technology adoption strategies.

### WHO SHOULD ATTEND

- Marketing and sales professionals in the high-tech sector
- Startup leaders and decision-makers of multinational companies
- Individuals interested in the effects of culture on tech adoption

### DURATION, NUMBER OF PARTICIPANTS AND FORMAT

- Duration: 1-day
- Participants: up to 10 attendees
- Format: in-person or virtual

### FOR CUSTOMIZED TRAININGS AND MORE INFORMATION

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