

Output from discussion group on:
Cultural dimensions of technology
adoption – applying
technology within the global enterprise

Topic Overview

- Shapers of technology adoption
 - Affordability
 - Ease of Use
 - Social need
 - Convenience
 - Fit for purpose
 - Value → cost of adoption
 - Process resistance
 - Organizational Resistance

Topic Overview

- How do companies get this wrong
 - Complexity of adoption
 - Balancing value systems
 - Value >>> cost, pain, disruption
 - Inertia/fear of new things
 - Organizational hallucination

What is the research/business issue or problem?

- All the items in the right column of the former foil are issues/problems

What can we do to address the issue/problem?

- Take a close look in each case individually

What activities can we carry forward after the symposium?

- Develop case studies to test some of this ideas
- Deep dive with multidisciplinary resources into the cses/conclusions.

Other

- Time was too short to address such a big item but we have had a lot of fun ! The discussion was exciting and we have learned that there is still a long road ahead of us before we have a good set of rules to improve technology adoption from the cultural perspective.