EVALUATION OF FACTORS AFFECTING ACCEPTANCE OF NANOTECHNOLOGIES BY MANAGERS USING TECHNOLOGY ACCEPTANCE MODEL (CASE STUDY: INDUSTRIAL COMPANIES OF TABRIZ, IRAN)

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ABSTRACT

The purpose of the study is evaluation of factors affecting acceptance of nanotechnologies by managers using technology acceptance model in industrial companies of Tabriz. This study was a descriptive survey and the survey instrument was Technology acceptance model questionnaire. Statistical society was all of manager of Industrial Companies of Tabriz. Sample size determination is based on the Kerjcy and Morgan table and simple random sampling method was used. After data collection, data analysis was performed using SPSS. The results showed that perceived usefulness of new technology, perceived ease of use from new technology, attitude toward using, behavioral intention and actual use from new technology by managers have significant effect on successful acceptance of technologies.

KEYWORDS: Nano technology, Technology acceptance, Industrial companies of Tabriz

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