Adoption of New Technologies in Highly Uncertain

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Abstract

What is the relation between the process of adopting new technologies, and its impact on business value, in situations of high internal and external uncertainty? Whereas technology adoption is generally fairly well understood, the models do not seem to hold in situations of high uncertainty. The aim of this paper is to investigate the impact of this uncertainty, using a case study on the introduction of a new technology in a large Egyptian public bank. After exploring the most relevant uncertainty factors and their impact on the adoption process, the paper ends with a general discussion and conclusion.