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examines the historical adoption patterns of ITS technologies as they entered the market place. Results indicate ITS markets are primarily made up of imitators (as opposed to innovators) and at the aggregate level the markets examined are mature. Key factors affecting the adoption and deployment of ITS include agency funding levels and the presence of a regional architecture. Based on these results, policy recommendations are presented on how best the USDOT might target its efforts to influence the pattern of ITS adoption.

The global print market has been declining. However, recent studies showed that the US print market is finally growing again (EPICOMM, 2015). A report by Drupa (2014) suggested that this is due to the growth in digital printing and the digitalization of media. This trend has given rise to many opportunities such as variable data printing and on-demand printing. Moreover, a shift toward shorter print runs and tighter deadlines has facilitated companies in the US printing industry to adopt digital printing technologies. Research shows a similar trend in Europe as well (Pira, 2012). However, the penetration of digital printing technologies varies by geographic regions. Research by Drupa (2014) indicates that while US and Europe possess the highest rate of adoption, developing regions such as India have just started to grasp these opportunities. Thus, this thesis aims at examining the factors affecting the adoption of production digital printing (PDP) technologies by commercial printers in India. The increasing value of the Indian print industry (Chander, 2012), along with the growing economy (The World Bank Group, 2015) made India a good region for the study. Online web surveys were sent to 802 Indian commercial printers, of which 132 were returned giving a response rate of 16.46%. Most (93%) of the responders showed moderate to high awareness on the benefits of PDP technologies. The survey data were analyzed using binary logistic regression, which also presented the odds ratio to rank the factors in their order of importance with respect to the adoption decision. The independent variables included factors from Rogers' (1996) Diffusion of Innovations as well as two factors from Davis' (1989) Technology Acceptance Model. While Relative advantage was found to be the strongest factor positively affecting the adoption of PDP technologies, complexity had a strong negative effect on adoption. Compatibility, observability, and perceived ease-of-use were other significant factors positively affecting the adoption. Trialability and perceived usefulness were found to be insignificant. These factors were measured using 5-point Likert scales. On the other hand, the dichotomous dependent variable of adoption was measured by the responses to the simple questions, "Do you currently use production digital printing technologies?" and "Do you plan to adopt production digital printing technologies?" This study indicated that 61.36% of the commercial printers surveyed were currently using PDP technologies, with 66.67% of non-adopters planning on adopting the technology in the next 36 months. Dry toner EP was the most widely adopted PDP technology. This study likely helps suppliers in the Indian printing industry understand commercial printers and their readiness to adopt PDP technologies. As a solutions supplier in the Indian print industry, the author was extremely interested in service providers' receptivity to incorporate new technologies in their companies. Ultimately, the study suggested that both print services providers and suppliers must give utmost priority to education and training related to PDP technologies.