

1.

(buying center)

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(unix)

가

가

(intraorganizational diffusion)

¹(business to

business marketing; , 1997)

가

(Bass, 1980; Mahajan and Muller, 1979)

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가

2B

(innovativeness)

가

(Rogers, 1983; Zaltman, Duncan and Holbek, 1973; Damanpour, 1991).

가

(Gatignon and Robertson, 1989; Robertson and

Gatignon, 1986).

2B

가

(innovation resistance)

(Sheth, 1981; Ram, 1987).

1) 2B

Srivastava, 1998).

(Ram, 1989).

2

(Kim and Srivastava, 1998).

(ambidextrous

model)

가

(Duncan, 1976: 1979; Damanpour, 1991).

(Gatignon and Robertson,

1989; Damanpour, 1991).

2B

2.

2-1.

(Sheth, 1981)

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(innovation resistance)

(Ram,

1987)

(1)

(Ram, 1987).

(Zaltman and Wallendorf, 1983)

(self-efficacy),

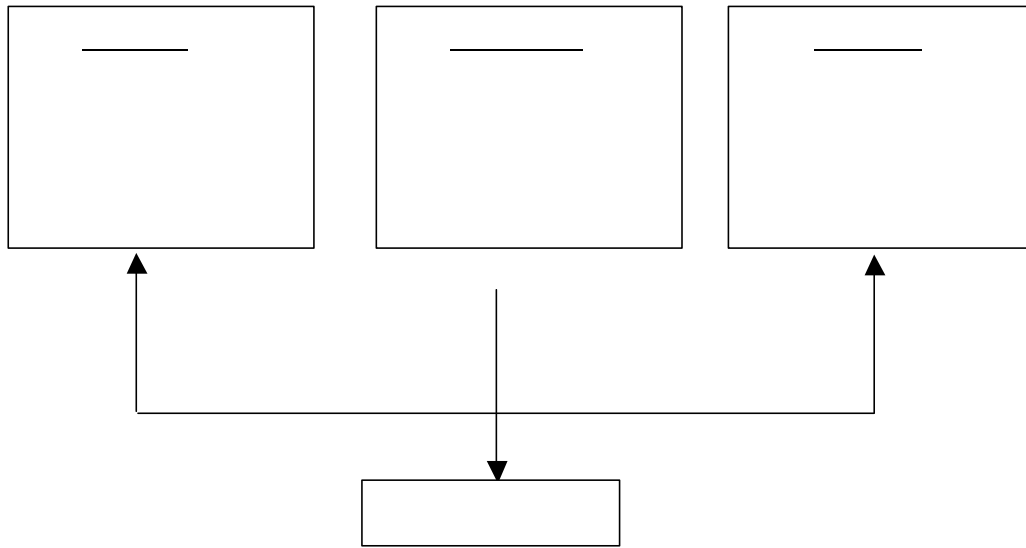
(Ellen, Bearden and Sharma, 1991; Ram, 1987: 1989).

2)

(Rogers, 1983)

(implementation)

(1) (Ram)



: Ram, S. (1987), "A Model of Innovation Resistance," Advances in Consumer Research, p.209.

가

(Gatignon and Robertson, 1989).

(Ram,

1989). 가

(Woodside, 1996).

2-2.

(interdisciplinary nature) 가

(Rogers, 1983)

(relative advantage), (compatibility),
(perceived risk), (complexity), 가 (observability)
(Rogers, 1983).

(cognitive style), (cognitive learning), (self-efficacy)

(spreadsheet) 가 (Brancheau and Wetherbe,
1990).

가 (Brancheau
and Wetherbe, 1990).

2-3.

가
가
(Damanpour, 1991; Kim and Srivastava, 1998)

가
(administrative innovation), 가 가
(moderating
effect)

(Damanpour, 1991).

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(1)

	- VS - VS - VS - -	

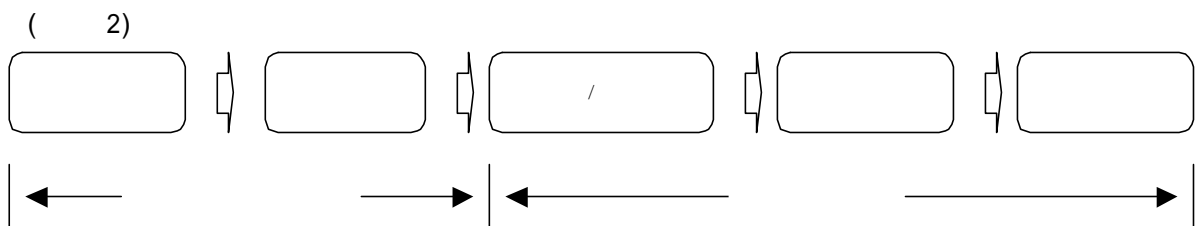
: (Rogers, 1983), 가 (Gatignon and Robertson, 1989)
 (Damanpour, 1991)

(initiation) (2)

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(Gatignon and Robertson, 1989; Damanpour, 1991). 2B

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2-4. 2B

2B

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(, 1997).

(Kim and Srivastava, 1998).

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3.

(Kim and Srivastava, 1998)

(Kim and Srivastava, 1998)가

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(4) -

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3-1.

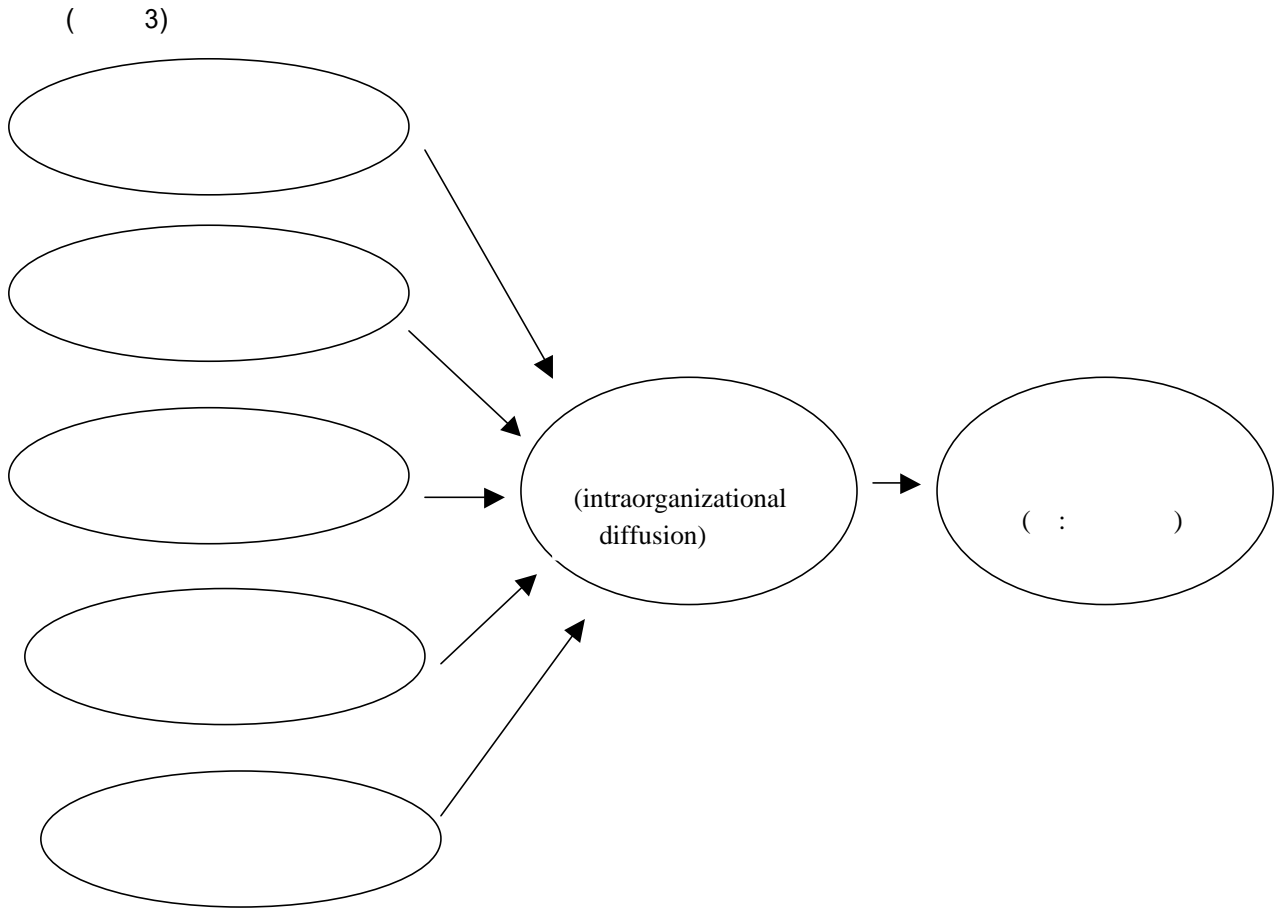
:

Bearden and Sharma, 1991).

(Ram, 1987: 1989; Ellen,

가 2B

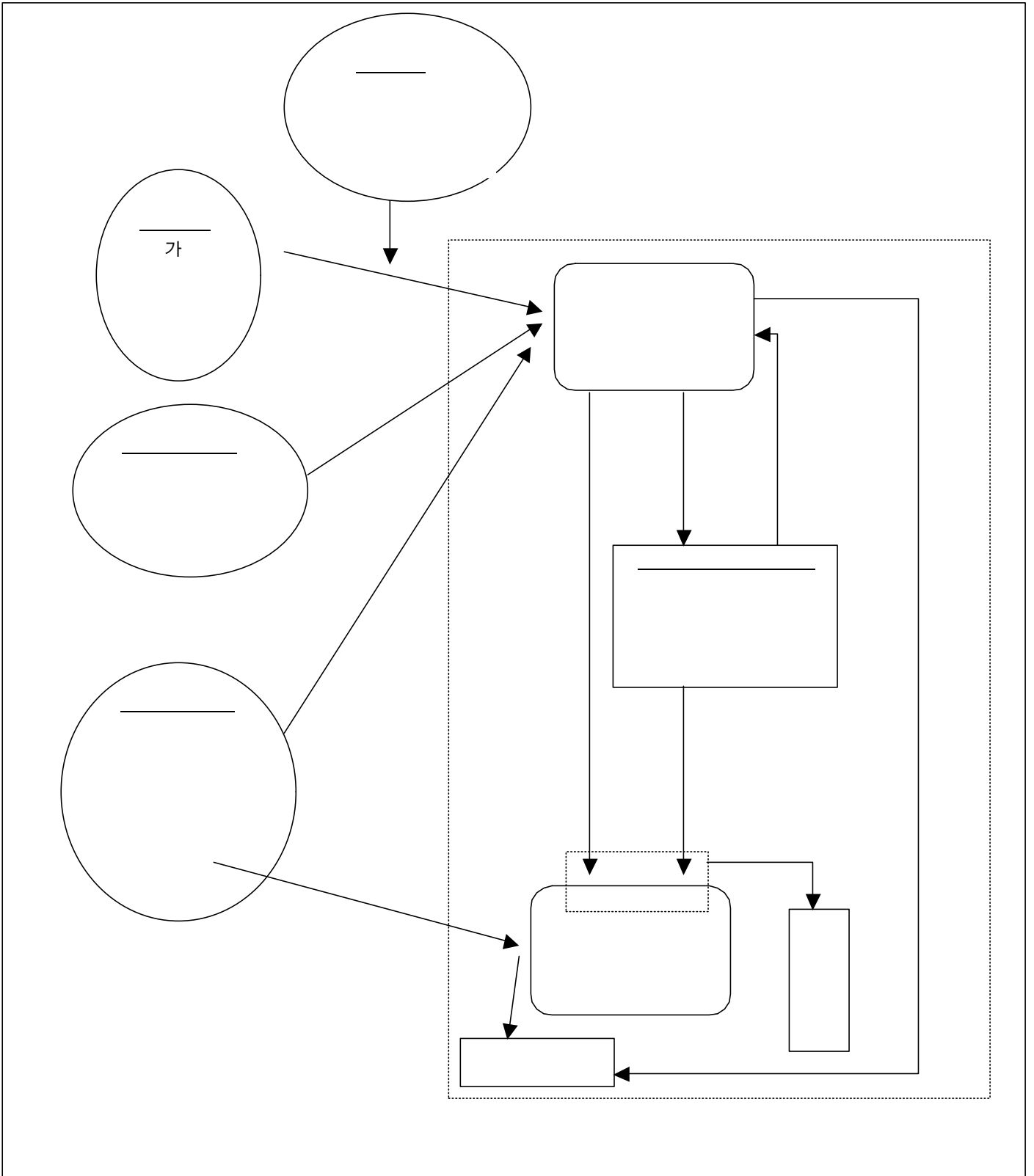
가 , 1 2
 가 2B
 가 가
 가
 가 (Ram, 1989).
 가 (Gatignon and Robertson, 1989)



: Kim Nam Woon and Rajendra K. Srivastava (1998), "Managing Intraorganizational Diffusion of Technological Innovations," *Industrial Marketing Management*, 27, p.233.

(4)

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(Zaltman and Wallendorf, 1983).

가 (Ram, 1987)

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(Ram, 1987). 2B

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(Kim and Srivatava, 1998; Woodside, 1996).

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(Jarvis and Wilcox, 1977; Turnbull and Wilson, 1989).

3-2.

(Damanpour, 1991; Kim and Srivastava, 1998).

가 (Damanpour, 1991).

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(Kim and Srivastava, 1998).

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(Kim and Srivastava, 1998).

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, 가 (Kim and Srivastava, 1998). (perceived risk), (가 (needs),

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10 가

11

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13

3-5. :

(self-efficacy), (Ellen, Bearden and Sharma, 1991).

KAI(Kirton Adoption Index) (cognitive style) 가

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15 , ,
가 가

3-6.

2B

(Ellen, Bearden and Sharma, 1991).

(Herminia, 1993).

(Ram, 1989). 가
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가 가
가 (Kim and

Srivastava, 1998).

16 가

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2B

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(1997), 2B Marketing;

Bass, Frank M. (1980), "The Relationship between diffusion Curves, Experience Curves, and Demand Elasticities for Consumer Durable Technological Innovations," *Journal of Business*, 53(July), 551-557.

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