The role of SME entrepreneurs' innovativeness and personality in the adoption of innovations.

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Abstract

Entrepreneurs' innovativeness and personality play a key role in the adoption of innovations in Small- and Medium-sized Enterprises (SMEs). Following two complementary approaches, this study conceptualizes innovativeness at two levels of abstraction: general innovativeness (GI), that is, the degree of openness to newness; and specific innovativeness (SI), that is, the predisposition to be among the firsts to adopt innovations in a specific domain. This study measures GI and SI on a sample of SME entrepreneurs by using two different scales that are based on inventories extensively used in this field (i.e., the KAI [Kirton, J.M., 1976. Adaptors and innovators: a description and measure. Journal of Applied Psychology 61 (5), 622–629; Kirton, J.M., 2003. Adaption–Innovation in the Context of Diversity and Change. Routledge, London] and DSI [Goldsmith, R.E., Hofacker, C.F., 1991. Measuring consumer purchaseintent. Journal of Marketing 55 (3), 63–75]).

Keywords
Entrepreneurship; Innovativeness; Innovation adoption; Small- and Medium-sized Enterprises

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