

Impact of Technology Integration and Digital Skills on Attitude Towards Technology Adoption Using the TAM Framework

Swati Yadav^{1,*}, Shikha Kapoor¹, Sandeep Kumar Gupta²

¹Amity University, Noida, India

²Chikka Muniyappa Reddy University, Bengaluru, India

Email address:

Swativyadav5@gmail.com (Swati Yadav), skapoor2@amity.edu (Shikha Kapoor), skguptabhu@gmail.com (Sandeep Kumar Gupta)

*Corresponding author

Abstract

Background: To stay ahead of the competition and foster innovation in today's digital world, firms must ensure that their personnel management processes include technology. One model that attempts to explain this phenomenon is the "Technology Acceptance Model (TAM)" which lays out a plan for how people in an organization should think about and approach modern technologies, and how digital skills can impact the process. **Objective:** Using the TAM as a framework, this research investigates how Technology Integration and digital skills affect attitudes and behaviors toward digital technology adoption, particularly emphasizing its actual usage of technology. **Methodology:** A quantitative research design was employed, utilizing structural equation modeling (SEM) to analyze responses from a structured questionnaire. The sample comprised 192 professionals across three distinct groups: HR Professionals, Team Leaders/Managers, and Executives. Perceived utility, perceived ease of use, attitudes toward technology, behavioral intentions, and actual system usage were some of the TAM-related factors examined in the study. **Findings:** Results showed that attitudes toward technology are favorably impacted by integration and digital skill, which in turn affects perceived utility and ease of use. These attitudes strongly predict behavioral intentions, leading to actual system use. The model fit indices indicated an excellent fit, and reliability measures such as "Cronbach's Alpha, Composite Reliability, and Average Variance Extracted" confirmed the robustness of the survey instrument. **Conclusion:** The study underscores the importance of effective technology integration and digital skills on user acceptance and utilization of technology and hence adoption of technology. Organizations are advised to enhance these areas to promote successful technology adoption and maximize its benefits in improving organizational performance and employee satisfaction.

Keywords

Technology Acceptance Model, Digital Skill, Technology Integration, Digital Technologies, Organizational Behavior, User Acceptance