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The Impact of the Individual – Relating Cultural Differences to the Appropriation Process of Technology-mediated Learning Services

Research-in-Progress

Abstract

Technology-mediated learning services are increasingly important in today's globalized business world to ensure an appropriate training of employees all around the world. Nevertheless, research suggests that for the global application of these services, individual cultural differences should be taken into account. Drawing on the adaptive structuration theory, this research-in-progress paper examines how individual cultural differences impact the learning process. We therefore formulate a research model that investigates the appropriation process of technology-mediated learning services with the consideration of espoused national cultural values. We contribute to theory by considering of espoused national cultural values in the appropriation process of technology-mediated learning services and by providing insights on the impact of individual cultural differences in the context of these services. Our expected practical contributions include design implications that enable practitioners to design culturally sensitive technology-mediated learning services.

Keywords: Culture, National Culture, Individual Differences, Technology-mediated Learning Services, Blended Learning