

Bridging the Gap through New Media Technology Acceptance: Exploring Chinese Family Business Culture

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Abstract : Emerging new media technology such as social media and social networking sites have changed the family business dynamics in Eastern Asia. The family business trends in China has been developed at an exponential rate towards technology. In the last two decades, many of this family business has succeeded in becoming major players in the Chinese and world economy. But there are a very few availabilities of literature on Chinese context regarding social media acceptance in terms of the family business. Therefore, this study has tried to cover the gap between culture and new media technology to understand the attitude of Chinese young entrepreneurs' towards the family business. This paper focused on two cultural dimensions (collectivism, long-term orientation), which are adopted from Greet Hofstede's. Additionally perceived usefulness and ease of use adopted from the Technology Acceptance Model (TAM) to explore the actual behavior of technology acceptance for the family business. A quantitative survey method (n=275) used to collect data Chinese family business owners' in Shanghai. The inferential statistical analysis was applied to extract trait factors, and verification of the model, respectively. The research results found that using social media for family business promotion has highly influenced by cultural values (collectivism and long-term orientation). The theoretical contribution of this research may also assist policymakers and practitioners of other developing countries to advertise and promote the family business through social media.

Keywords : China, cultural dimensions, family business, technology acceptance model, TAM

Conference Title : ICPCS 2020 : International Conference on Political and Cultural Studies

Conference Location : London, United Kingdom

Conference Dates : July 23-24, 2020