

Barriers to Innovation Based on Environmentally Friendly Technology Adoption in Developing Countries: The Case of Production in Rural Areas in Cauca-Colombia

Authors : Deycy Janeth Sanchez Preciado, Bjorn Claes, Paola Andrade

Abstract : The development of appropriate environmentally friendly technologies has aided communities in rural areas in emerging economies to better use their natural resources, increase productivity while reducing pollution. Moreover, it has improved their innovation capabilities and ability to develop products for new markets. However, despite the advances, the adoption of these technologies is not generalized and does not always show the expected benefits for the communities and other actors involved in the co-creation process. In this paper, we study the barriers that inhibit the adoption of technologies to reach innovation levels and study comparative cases in rural areas of Cauca in Colombia. We develop and test a theory grounded framework, and we compile an overview of the most important of barriers.

Keywords : technology adoption, environmentally friendly technology, developing countries, rural production, innovation, appropriate technology

Conference Title : ICSLAS 2022 : International Conference on Spanish and Latin American Studies

Conference Location : Prague, Czechia

Conference Dates : September 08-09, 2022