

Solar Energy Technology Adoption; A Vignette Study for the Up-Scale Residential Sector in Egypt

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Abstract : Renewable energy has become a very important and critical topic all around the world due to the limited resources that led to shifting to the trend of renewable energy and its integration with the conventional ones. This paper investigates the adoption of the solar energy technology for up-scale residential sector in Cairo, Egypt. The technology acceptance model uses several stakeholder points' of views to develop vignettes to be used in examining the intention and attitude of the householders to adopt the solar energy technology.

Keywords : solar energy, technology acceptance model, TAM, stakeholder analysis, vignette, residential sector

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