

## Top Management Characteristics and Adoption of Internet Banking: Case Study of the Tunisian Banking Sector

**Authors :** Dorra Gherib

**Abstract :** This article explores in depth the technological innovations by the Top Managements of banks in the Tunisian banking sector. The framework of this research is based on an amalgamation of four theories related to the decision of adopting technological innovations: The Theory of Reasoned Action (TRA), the Theory of Planned Behaviour (TPB), Technology Acceptance Model (TAM), and Diffusion of Innovation (DI). The result of our qualitative study highlights four variables which influence the attitude of the Top Managements towards the adoption of internet banking: Relative advantage, Perceived Ease of Use, compatibility and Perceived risk.

**Keywords :** top management, attitude, internet banking, TRA, TAM, TPB, DI

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