

Factors That Affect the Diffusion of Innovation in Greek Archaeological Museums

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Abstract : This study, based on desktop research and the analysis of questionnaires completed by a representative sample of museums, adopts the Diffusion of Innovation (DOI) theory of Everett Rogers as a theoretical basis to figure out the perceived benefits that occur for any organization after the adoption of an official website, and identify the factors that affect its diffusion process. The most important conclusion is that Greek archaeological museums are far away from involving such technologies in their strategies, mainly because of the bureaucracy, the lack of necessary funds, and the lack of personnel.

Keywords : Diffusion of innovation, websites, archaeological museums, economic crisis

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