

## **ABSTRACT**

This study aims to look at the issue of culture's role in accepting and using new technologies in organizations within two different countries with two different cultures. The study examines the effect of culture and perceived quality of work life on accepting and intention to use new technology in organizations. One of the main streams and concerns in the Information Technology field is adoption and usage of new technologies in organizations. Studies show culture is one of the most important barriers in adoption new technologies. Also perceived quality of work life has obvious impact on intention to use the technology. Therefore, researcher integrates these two variables as independent variables to investigate their impact on intention to use new technologies. The model used for accepting and using new technology is Technology Acceptance Model (TAM) by Davis (1989), while for culture and dimensions we used a well-known theory by Hofstede (1997).

Results of the study show significant effect of both perceived quality of work and culture on intention to use new technologies. A comparison study also was done between two cultures to compare the effect of different dimensions of culture in using and adopting new technology. A cross-sectional survey conducted in two countries, namely Iran and Malaysia, expected to be different enough in national cultural values, to investigate the role of different cultures.

Finding indicates important role of culture in the level of intention to use new technologies in both countries. The study suggests that transferring of new technologies efforts are most likely to be successful if the parties are culturally aligned.