

A REVIEW

A literature-based study of impact of personality traits on innovation diffusion using the big five personality framework

■ Shweta Gupta and Shivendra K. Kashyap

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ABSTRACT

Innovation adoption occurs in different societies in varied ways. The theory of diffusion of innovation is, therefore, applicable in a variety of contexts and has implications in various disciplines. The process of diffusion of innovation has been found to be contingent on various individual level factors of which personality traits hold immense significance. This study is an attempt to propose the likely relationship between personality traits and innovativeness. The Big Five personality framework has been used, wherein positive relationship between four personality traits (extraversion, openness to experience, agreeableness, and conscientiousness) and innovativeness has been proposed while a negative relationship between neuroticism and innovativeness has been suggested.

KEY WORDS : Diffusion of innovation, Innovativeness, Big five personality framework

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MEMBERS OF THE RESEARCH FORUM

Correspondence to:

Shivendra K. Kashyap, Department of Agricultural Communication, G.B. Pant University of Agriculture and Technology, Pant Nagar, U.S. Nagar (Uttarakhand) India

Authors' affiliations:

Shweta Gupta, Department of Management, Indian Institute of Management, Indore (M.P.) India