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The Effect of Technology Readiness on Customers' Attitudes toward Self-Service Technology and Its Adoption; The Empirical Study of U.S. Airline Self-Service Check-In Kiosks

Woojin Lee , Cassandra Castellanos & H. S. Chris Choi

Pages 731-743 | Received 09 Aug 2011, Accepted 30 May 2012, Published online: 26 Nov 2012

 Cite this article  <https://doi.org/10.1080/10548408.2012.730934>

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