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Original Articles

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

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