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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

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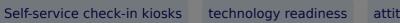
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