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TAM	: <i>Technology Acceptance Model.</i>
TRA	: <i>Theory of Reasoned Action.</i>
UTAUT	: <i>Unified Theory of Acceptance and Use of Technology</i>
HMSAM	: <i>Hedonic-Motivation System Adoption Model</i>
DOI	: <i>Diffusion of Innovation</i>
PCA	: <i>Principal Component Analysis</i>