

DIGITAL HEALTH FOR SUSTAINABLE RURAL DEVELOPMENT: A TECHNOLOGY ACCEPTANCE PERSPECTIVE TOWARD BUILDING AN IDEAL PLANET

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The collaboration of electronic health technologies among the rural population has popped up as a pivotal thought for gaining sustainable healthcare leading to inclusive growth. Though, the acceptance of these trends is largely dependent on consumer's technological adoption and socio-cultural background. This review scrutinizes the importance of the Technology Acceptance Model (TAM) in precepting rural people's behavioural tendency towards e-health adoption. This paper highlights the way factors of TAM model affects the rural consumer's digital healthcare adoption, depending on multidisciplinary review of literature across healthcare innovation, sustainability, and rural development. It further traverses the integration of innovation, culture and socio-cultural infrastructure in moulding the acceptance. This explanation highlights directing policies, social participation and digital equity as crucial pathways to realize an inclusive, sustainable healthy planet.
