DOI: https://doi.org/10.36094/sc.v92.2026.Tracing_the_Shifts_in_Technology_Acceptance.Sharma.465

ARTICLE

Sci. and Cult. 92 (5–6) : 465-466 (2026)

TRACING THE SHIFTS IN TECHNOLOGY ACCEPTANCE: A CROSS-DOMAIN REVIEW OF HOW UTAUT2 HAS BEEN APPLIED IN HEALTHCARE, EDUCATION, AND EMERGING DIGITAL ENVIRONMENTS

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The Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) has proven to be a focal point of the reaction of different populations to new technologies. In the last 10 years, the model has been implemented and transformed into new forms within healthcare systems, in educational institutions, as well as in quickly developed digital spaces. This review discusses the ways in which UTAUT2 has been interpreted and extended in the three areas, with reference to the recent research involving AI-assisted healthcare, ChatGPT and other learning technologies, wearables, robotics, and interactions in the metaverse. It is proven that core constructs, performance expectancy, effort expectancy, facilitating conditions, hedonic motivation, and habit continue playing an important role, whereas contextual factors like digital literacy, usability, trust, and readiness have become more prominent. Through comparison of trends across industries, the review points out new trends, areas of conceptual gap and possible ways in which the model can be refined as technology ecosystems evolve.