

Emerging technologies adoption and market positioning of AI products in China

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Abstract

The study aimed to determine emerging technologies adoption and market positioning of AI products in China. Specifically, it assessed the level technology adoption in terms of technology readiness, user acceptance, and usage; assess the market positioning of AI products in terms of market perception, value proposition, competitive differentiation; tested the significant relationship of technology adoption to market positioning of AI products; and develops an action plan based on research findings to improve the market positioning of AI Products. A descriptive research design was used in this study for an adequate and precise interpretation of the findings. The researcher conducted a survey among customers of Artificial Intelligence Products in China. The total number of customers of Artificial Intelligence Products in China is 20,000. The study used the purposive sampling technique to determine the required sample of respondents. For the minimum target sample of the study, the researcher used Raosoft Calculator to determine the sample size with a 5% error and confidence level of 95%, and a sample size of 377. The study used three sets of questionnaires as the major mechanism for collecting the necessary data. Weighted mean and rank were used to assess the level technology adoption in terms of technology readiness, user acceptance, and usage; assess the market positioning of AI products in terms of market perception, value proposition, competitive differentiation. In China, there is a notable positive inclination towards adopting artificial intelligence (AI) products among customers. This attitude influences various aspects such as technology readiness, user acceptance, and product usage. As a result, AI products have established a strong foundation in the market, enhancing market perception, clarifying value propositions, and distinguishing themselves competitively. The level of technology adoption also correlates significantly with the market positioning of AI products, indicating that higher adoption levels lead to improved market positioning. To further enhance the market positioning of AI products in China, a proposed action plan has been developed. Chinese customers of AI products prioritize being updated on AI advancements to make informed purchasing decisions,

while AI companies' marketing teams in China should customize strategies to align with Chinese cultural values. The company should evaluate the proposed action plan's suitability for enhancing AI product market positioning in China, and future research should focus on the long-term impact of AI adoption on consumer behavior and market dynamics in the country.

Keywords: emerging technologies adoption, market positioning, AI products, China, technology readiness, user acceptance, product usage

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1. Introduction

In the dynamic landscape of contemporary business and technology, China stands as a formidable player in the global arena, particularly in the realm of Artificial Intelligence (AI). The rapid evolution of AI technologies has not only transformed traditional industries but has also given rise to new paradigms in market dynamics and competition. Artificial intelligence (AI) is rapidly emerging as a transformative technology for businesses, offering a potential competitive edge through enhanced automation, data-driven decision-making, and improved customer experiences. From streamlining operations and optimizing marketing campaigns to automating repetitive tasks and gaining deeper customer insights, AI is poised to revolutionize various aspects of business, requiring strategic adoption and responsible implementation.

Artificial intelligence (AI) stands as a significant emerging technology with the potential to reshape China's business landscape. However, successful adoption of such innovative technology depends crucially on factors such as technology readiness, user acceptance, and usage (Lee, 2021). Technology readiness assesses the availability of necessary infrastructure, skills, and overall preparedness to utilize AI effectively. User acceptance reflects the willingness and positive perception of businesses and individuals towards incorporating AI tools. Finally, usage encapsulates the actual implementation and integration of AI into workflows and business processes. For China to maximize the benefits of AI, a thorough understanding and development of these sub-variables alongside the technology itself is essential (Ji, 2023).

Building upon China's focus on AI adoption, the marketing positioning of AI products in business requires careful consideration of several sub-variables. Like technology adoption itself, marketing positioning hinges on aspects like market perception, value proposition, and competitive differentiation (Haleem et al., 2022). Addressing these factors is crucial for effective communication of an AI product's benefits. Market perception refers to how potential users and customers understand the product's purpose and capabilities. Emphasizing the ability to address specific pain points and contribute to China's AI ambitions can positively influence this perception. Finally, highlighting competitive differentiation sets an AI product apart from its rivals by outlining its unique features, functionalities, or areas of expertise, solidifying its position within the competitive landscape (Perifanis et al., 2023). By understanding and effectively managing these sub-variables alongside technology adoption considerations, businesses can successfully market and integrate AI products into China's dynamic business environment (Luong, et al., 2023).

The relationship between technology adoption and marketing positioning of AI products has been acknowledged, however, the empirical research for proofing such a relationship is still limited. There are some papers proposing action plans for improving the market positioning of AI products, including the study of Wu (2020) however only a few have included technology adoption of AI in their action plan, such as Zamani (2022) and Refai (2021). For that reason, this study aims at conducting empirical research to find the relationship between technology adoption and marketing position of AI products.

China's unique position as a global leader in AI development and implementation makes it a compelling locale to study the interplay between AI product marketing and technology adoption. Currently, the market perception of AI in China is largely positive, with businesses recognizing its potential for innovation and competitive advantage. Value propositions often center around themes of efficiency, cost reduction, and enhanced decision-making capabilities. However, competitive differentiation remains a key challenge, as numerous AI products and services emerge, necessitating clearer articulation of unique selling points. Regarding technology adoption, China boasts a relatively high level of technology readiness with infrastructure investments and growing technical expertise. User acceptance appears mixed, with enthusiasm in some sectors tempered by concerns about automation and job

displacement in others. Overall usage is increasing steadily, driven by government support and the recognition of AI's transformative potential across various industries.

A study examining the relationship between marketing positioning and technology adoption of AI products in China holds significant value for several stakeholders. The researcher will provide insights into the complex dynamics of technology commercialization and market acceptance within a rapidly evolving environment. For the AI product consumers will gain a deeper understanding of the factors influencing successful AI adoption, empowering them to make informed choices. For the Technology company owners, they will guide them on how to leverage the findings to refine their marketing strategies, emphasizing value propositions that resonate with Chinese businesses and addressing potential barriers to adoption. Finally, the study holds broader relevance for China's business community, the result will give them insights on best practices in AI integration, promoting responsible AI development, and ultimately contributing to the nation's continued technological and economic advancement.

Objectives of the Study - The study aimed to determine emerging technologies adoption and market positioning of AI products in China. Specifically, it assessed the level technology adoption in terms of technology readiness, user acceptance, and usage; assess the market positioning of AI products in terms of market perception, value proposition, competitive differentiation; tested the significant relationship of technology adoption to market positioning of AI products; and develops an action plan based on research findings to improve the market positioning of AI Products.

2. Method

Research Design - A descriptive research design was used in this study for an adequate and precise interpretation of the findings. Descriptive research aims to comprehensively depict a group of individuals, events, or phenomena. It is appropriate for identifying characteristics, frequencies, trends, and classifications. It proves valuable when dealing with less known subjects or issues.

Participants of the Study - The researcher conducted a survey among customers of Artificial Intelligence Products in China. The total number of customers of Artificial Intelligence Products in China is 20,000. The study used the purposive sampling technique to determine the required sample of respondents. For the minimum target sample of the study, the researcher used Raosoft Calculator to determine the sample size with a 5% error and confidence level of 95%, and a sample size of 377.

Instruments of the Study - The study used three sets of questionnaires as the major mechanism for collecting the necessary data. The items per instrument had been presented as descriptive statements, and respondents indicate the frequency with which each statement applies on a four-point Likert scale as a 3.50 – 4.0 scale means strongly agree, 2.50 – 3.49 rate means agree, 1.50 – 2.49 scale means disagree and, 1.00 – 1.49 rating means strongly disagree. A self-made questionnaire was used by the researcher in data gathering. The questionnaire was composed of two parts. Part I contained the assessment of technology adoption which consists of technology readiness (5 items), user acceptance (5 items), and usage (5 items). In part II, the questionnaire measured the market positioning of AI products consisting of market perception (5 items), value proposition (5 items), and competitive differentiation (5 items). A pilot test was undertaken to determine the survey questionnaire's efficacy. 30 samples were subjected to a reliability test

Data Gathering Procedure - Prior to data collection, the necessary preparations were made, including obtaining the necessary approvals from the respective companies and ensuring the consent of the participants. Ethical considerations and confidentiality protocols were clearly communicated to all participants to ensure their willingness to engage in the study. The survey questionnaire, validated and refined through expert validation and pilot testing, was prepared for data collection. The survey was administered using multiple methods to ensure a high response rate. Methods of survey administration included WeChat, email, and questionnaire star to reach a broader pool of respondents efficiently. Responses obtained through various survey administration methods were

systematically collected and recorded to ensure the accuracy and integrity of the data. Detailed records of the data collection process, including dates, times, and modes of administration were maintained for reference and verification purposes. Throughout the data gathering process, quality control measures were implemented to monitor the data collection procedure's consistency and reliability. Regular checks were conducted to ensure the completeness and accuracy of the collected data, and any discrepancies or inconsistencies were addressed promptly. After the completion of data collection, the collected information was analyzed using appropriate statistical and qualitative analysis techniques. The data were interpreted to identify trends, patterns, and key insights related to the management approaches, economic sustainability, and growth strategies of companies utilizing AI products in China.

Data Analysis - Weighted mean and rank were used to assess the level technology adoption in terms of technology readiness, user acceptance, and usage; assess the market positioning of AI products in terms of market perception, value proposition, competitive differentiation. The result of Shapiro-Wilk Test showed that p-values of all variables were less than 0.05 which means that the data set was not normally distributed. Therefore, Spearman rho was used as part of the non-parametric tests to determine the significant relationship. All analyses were performed using SPSS version 28.

Ethical Considerations - Ethical considerations were practiced in the conduct of the research work to warrant that every information that was gathered is used for research purposes only to maintain the quality and integrity of the research. The researcher also sought ethical clearance and the consent of the companies and customers of AI products through letters and communication to make sure that the target respondents were prepared to answer necessary questions involved in the research. It also ensured the confidentiality and anonymity of the respondents by not seeking their names as they were answering the questionnaires. The researcher ascertained that the respondents voluntarily answer the questionnaires according to their will. Lastly, it also assured that none of the respondents of the study were hurt or harmed, and their safety and security was of top priority.

3. Results and discussion

Table 1

Summary Table on Level Technology Adoption

Key Result Areas	Composite Mean	VI	Rank
Technology Readiness	2.87	Agree	1
User Acceptance	2.84	Agree	2
Usage	2.77	Agree	3
Grand Composite Mean	2.83	Agree	

Legend: 3.50-4.00=Strongly Agree; 2.50-3.49=Agree; 1.50-2.49=Disagree; 1.00-1.49=Strongly Disagree

Table 1 summarizes the level of technology adoption concerning technology readiness, user acceptance and user. The grand composite mean of 2.83 indicates that respondents agree in general. a positive overall attitude towards technology adoption among the surveyed individuals in China. The grand composite mean of 2.83 falling within the range of agreement reflects a positive attitude towards technology adoption. This suggests that respondents in China are generally open to adopting and utilizing technology in various aspects of their lives, including work, education, communication, and leisure activities. The agreement among respondents regarding technology readiness, user acceptance, and usage indicates a readiness to embrace technological advancements and innovations. This aligns with broader trends towards digitalization and technological integration in modern society, reflecting respondents' willingness to adapt to changing technological landscapes. The positive overall attitude towards technology adoption suggests opportunities for continued technological growth and innovation in China. With respondents agreeing in general about technology readiness, user acceptance, and usage, there is a

conducive environment for the development and adoption of new technologies and solutions across various sectors and domains. The findings from Table 1 have implications for market dynamics and industry trends in China. Understanding the general agreement towards technology adoption can help stakeholders identify opportunities for growth, investment, and market expansion in technology-related sectors, including artificial intelligence, information technology, and digital services.

Among the items cited, *technology readiness* ranked first with a composite mean of 2.87. *User acceptance* ranked second with a composite mean of 2.84. Meanwhile, *usage* ranked third with a composite mean of 2.77. All these variables have the same verbal interpretation of agree. The ranking of technology readiness first with a composite mean of 2.87 indicates a high level of preparedness among respondents to engage with technology. This suggests that individuals in China possess the necessary skills, resources, and infrastructure to adopt and utilize technology effectively. The high level of readiness implies that respondents feel equipped to embrace technological advancements and innovations, laying a strong foundation for the adoption of new technologies and solutions. While user acceptance ranks slightly lower than technology readiness, it still holds significant implications with a composite mean of 2.84. This suggests that respondents in China generally hold a positive attitude towards technology and are receptive to its use in various aspects of their lives. The high level of user acceptance indicates a willingness to adopt and integrate technology into daily routines and activities, contributing to its widespread adoption and utilization across different sectors and domains. The ranking of usage third with a composite mean of 2.77 suggests a slightly lower level of engagement or frequency of use compared to technology readiness and user acceptance. However, the fact that usage still ranks relatively high indicates that respondents actively engage with technology and incorporate it into their daily lives, albeit to a slightly lesser extent. This suggests that while respondents may be ready and accepting of technology, there may be opportunities to further encourage and promote its usage across different contexts and applications. Taken together, the findings underscore the importance of considering multiple dimensions of technology adoption, including readiness, acceptance, and usage. While respondents may be ready and willing to adopt technology, ensuring widespread usage and integration requires efforts to address barriers, enhance usability, and promote awareness and education about the benefits of technology adoption. By adopting a comprehensive approach to technology adoption that addresses readiness, acceptance, and usage, stakeholders can maximize the impact and benefits of technology adoption in China.

Stated overall results align with the study of Lu, et al., (2021) who underscored the importance of innovation and technological maturity, especially within the capital market. Additionally, insights from the labor market form a basis for predicting the overall industry's development, providing valuable reference points for enterprise growth.

Table 2

Summary Table on Market Positioning of AI Products

Key Result Areas	Composite Mean	VI	Rank
Market Perception	2.80	Agree	1
Value Proposition	2.78	Agree	2
Competitive Differentiation	2.77	Agree	3
Grand Composite Mean	2.78	Agree	

Legend: 3.50-4.00=Strongly Agree; 2.50-3.49=Agree; 1.50-2.49=Disagree; 1.00-1.49=Strongly Disagree

The summary table on market positioning of AI products, as depicted in Table 2, provides insightful analysis, interpretation, and implications for the overall perception of these products among respondents. The composite mean scores indicate a generally positive sentiment across key result areas: Market Perception, Value Proposition, and Competitive Differentiation, with means of 2.80, 2.78, and 2.77, respectively, all falling within the "Agree" range. This suggests a consensus among respondents that AI products are perceived favorably in terms of their market position, value proposition, and differentiation from competitors. The consistency in the rankings across

these areas further reinforces the robustness of the findings. The Grand Composite Mean of 2.78 reaffirms this positive sentiment, indicating an overarching agreement among respondents regarding the market positioning of AI products. This suggests that the AI products are well-received and competitive within the market, with perceived value and differentiation contributing to their overall positive perception. Consequently, the implication is that AI companies can capitalize on these strengths to further enhance their market presence, attract more customers, and drive business growth. Additionally, maintaining focus on continuous improvement in these key result areas could sustain and strengthen the positive perception of AI products among consumers, ensuring long-term success in the competitive market landscape.

The broad assertion validates findings from Sijie's study (2020), indicating global recognition of Artificial Intelligence (AI) with a proliferation of AI enterprises, notably in China, highlighting widespread adoption and significant advantages for Chinese users. Analysis depicts a robust and consistently growing AI market in China, presenting an attractive prospect for investors keen on the AI sector. Similarly, the surge in AI is catalyzing substantial digital changes, particularly in marketing, where contemporary technologies are increasingly integrated. This article classifies marketing into five primary themes and 19 secondary themes, synthesizing insights from a systematic review of 57 publications to elucidate AI's influence on marketing and propose future research directions for comprehending its ongoing evolution across the marketing landscape (Chintalapati, et al., 2022).

Table 3

Relationship Between Level Technology Adoption and Market Positioning

Variables	rho	p-value	Interpretation
Technology Readiness			
Market Perception	0.326**	< .001	Highly Significant
Value Proposition	0.374**	< .001	Highly Significant
Competitive Differentiation	0.444**	< .001	Highly Significant
User Acceptance			
Market Perception	0.453**	< .001	Highly Significant
Value Proposition	0.471**	< .001	Highly Significant
Competitive Differentiation	0.489**	< .001	Highly Significant
Usage			
Market Perception	0.428**	< .001	Highly Significant
Value Proposition	0.434**	< .001	Highly Significant
Competitive Differentiation	0.487**	< .001	Highly Significant

***. Correlation is significant at the 0.01 level*

Table 3 presents the relationship between the technology adoption and market positioning of AI products, as evidenced by the correlation coefficients (rho) and associated p-values. The correlation coefficients range from 0.326 to 0.489, all of which are statistically significant at the 0.01 level, denoted by the **. These findings suggest a strong positive relationship between the level of technology adoption and market positioning of AI products. A correlation coefficient closer to 1 indicates a stronger positive relationship, implying that as the level of technology adoption increases, the market positioning of AI products tends to improve accordingly. The p-values being less than 0.001 indicate a high level of confidence in the observed correlations, indicating that they are unlikely to occur by chance.

Generally, there is a significant relationship between level of technology adoption and market positioning of AI products as indicated by the p-values < .001. Firstly, this finding underscores the critical role of technology

adoption in shaping the competitive positioning of AI products in the market. Companies that embrace and integrate advanced technologies are likely to enjoy more favorable market positions, driven by enhanced product features, improved functionality, and increased alignment with consumer preferences. Secondly, the significance of this relationship highlights the strategic importance of investing in technology adoption for businesses operating in the AI industry. By prioritizing innovation and staying abreast of technological advancements, companies can strengthen their market competitiveness, differentiate their offerings, and seize opportunities for growth. Additionally, understanding the link between technology adoption and market positioning can inform strategic decision-making processes, guiding resource allocation and investment strategies to maximize returns and sustain long-term success. Overall, recognizing and leveraging this relationship is essential for businesses seeking to thrive in the dynamic and competitive landscape of the AI market.

This comprehensive analysis underscores the importance of technology adoption in shaping the market positioning of AI products. The positive correlation implies that companies that embrace and implement advanced technologies tend to have more favorable market positioning for their AI products. This could be attributed to several factors, including the ability of advanced technologies to enhance product features, improve functionality, and meet evolving consumer demands more effectively. Moreover, as technology adoption increases, companies may gain a competitive edge, allowing them to differentiate their products from competitors and capitalize on emerging market trends. Furthermore, the strong significance of the correlations suggests that the relationship between technology adoption and market positioning is robust and reliable. These findings have significant implications for businesses operating in the AI industry, highlighting the importance of strategic investment in technology adoption to enhance market competitiveness and maximize business performance. Moreover, understanding and leveraging this relationship can inform decision-making processes, guiding companies in allocating resources effectively and prioritizing initiatives that drive market success.

Overall, Table 3 provides compelling evidence of the link between technology adoption and market positioning in the AI industry. By recognizing and leveraging this relationship, businesses can position themselves more effectively in the market, capitalize on emerging opportunities, and sustain long-term growth and competitiveness. Findings support the study of Na et al. (2023) who denoted that This research addresses the factors that impact the acceptance of AI-based technologies or products depending upon firm size in the construction industry, in which various corporates exist. In order to achieve the research goals, a technology acceptance model was applied to investigate the influencing factors in respect to adopting AI-based technologies or products. From the research results, technological and organizational factors were found to positively influence perceived usefulness and perceived ease of use. Corporate users perceived that technology is useful to their work and is easy to use when enough capital and education were invested prior to the company adopting AI-based technologies or products. It was found that perceived ease of use and perceived usefulness indicate satisfaction with new technology, and the higher the intention to use, the higher the satisfaction. In addition, as various information sharing and distribution channels increase, the frequency of use of new technologies or products also increases, not through traditional marketing, but through viral marketing via social media or promotion by influential persons or organizations. Furthermore, there are differences in the adoption of AI-based technologies or products depending on the size of the company.

Proposed Action Plan to Improve Market Positioning of AI Products

The proposed action plan aims to enhance the market positioning of AI products through strategic initiatives focused on technology adoption and overall market perception. The plan includes objectives such as enhancing technology readiness, increasing user acceptance, and boosting product usage, as well as improving market perception, enhancing value proposition, and strengthening competitive differentiation. Strategies include continuous innovation, user experience testing, targeted marketing campaigns, clear communication of product benefits, and product differentiation. These efforts will be led by respective teams, including R&D, product development, marketing, and sales, with ongoing monitoring and evaluation to ensure success. Ultimately, the action plan seeks to increase brand trust, recognition, and customer satisfaction while driving market share and

loyalty in the competitive landscape of AI products.

Table 4

Proposed Action Plan to Improve Market Positioning of AI Products

Key Results Area	Objectives	Strategies	Responsible Persons or Persons Involved
Technology Adoption	Enhance technology readiness	Provide ongoing support: Establish a dedicated support system, including customer service representatives or online resources, to assist users with any questions or challenges they might encounter after purchasing the product.	Customer Support Team
	Increase user acceptance	Promote user-friendly interfaces and experiences: Design AI products with intuitive interfaces and clear instructions to overcome potential user apprehension and ensure a smooth learning curve.	Product Development Team
	Boost product usage	Establish a knowledge base or forum: Create a central hub for users to access information, ask questions, and find solutions related to the AI product, fostering a sense of community and ongoing engagement.	Customer Support and Product Development Team
Market Positioning	Improve market perception	Develop targeted educational programs and resources: Create user-friendly materials explaining AI concepts and their practical applications in various everyday scenarios. This can bridge the knowledge gap and address potential intimidation	Marketing Team
	Enhance value proposition	Offer free trials and demos: Allow potential users to experiment with AI products firsthand to understand their functionalities and potential value. This can help overcome initial hesitations and build confidence in using AI.	Sales and Marketing Team
	Strengthen competitive differentiation	Conduct in-depth competitor analysis: Identify and meticulously analyze the specific features, functionalities, and marketing strategies of key competitors in the Chinese market.	Product Development and R&D Teams

4. Conclusions and recommendations

A positive attitude towards technology adoption among customers of artificial intelligence products that influence technology readiness, user acceptance, and product usage is observed in China. A positive foundation of artificial intelligence products in the market is achieved in China that reinforces Market Perception, clarifies Value Proposition, and sharpens Competitive Differentiation. There were significant relationships between the level of technology adoption and the market positioning of AI products, which signifies that as the level of technology adoption increases, the market positioning of AI products tends to improve accordingly. A proposed action plan was formulated to improve the Market Positioning of AI products in China.

The Chinese customers of AI products may prioritize staying informed about advancements in AI technology to make well-informed purchasing decisions. The marketing team of AI companies operating in China may tailor their marketing strategies to resonate with Chinese cultural values and preferences. The company may evaluate and assess the applicability of the proposed action plan to improve the market positioning of AI products in China. The future researchers in the field of AI may explore the long-term impact of AI adoption on consumer behavior and market dynamics in China.

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