

Naziv projekta	<b>HR:</b> <b>DIGITALNI DOMOROCI I BLOCKCHAIN TEHNOLOGIJA</b>
	<b>EN:</b> <b>DIGITAL NATIVES AND BLOCKCHAIN TECHNOLOGY</b>
Šifra	<b>ZIP-FMTU-012-09-2022</b>
Znanstveno područje, polje i grana	Društvene znanosti, polje ekonomije, grana marketing
Vrsta istraživanja	Primijenjeno istraživanje
Vrijeme trajanja istraživanja	01.09.2022.-31.08.2023. (1 godina)
Vrijednost projekta	20.000,00 KN
Izvor financiranja	Sveučilište u Rijeci, Fakultet za menadžment u turizmu i ugostiteljstvu
Ključne riječi	Blockchain tehnologija, digitalni domoroci, namjera korištenja
Sažetak	<b>HR:</b> Svjesnost o rasprostranjenosti primjene korištenja Blockchain tehnologije (Blockchain technology, BCT) sve je veća, kao i mnogobrojne prednosti i prilike koje pruža svojim korisnicima. Međutim, prethodna istraživanja ukazuju na mali broj korisnika koji svjesno koristi BCT. S druge strane, digitalni domoroci (digital natives) odrasli su okruženi tehnologijom te je njihova narav sklona prihvaćanju novih tehnologija. Analizom društvenog utjecaja, povjerenja u BCT, povjerenja u druge blockchain korisnike te percipirane prijetnje o dijeljenju osobnih podataka istražiti će se stavovi korisnika pripadnika kategorije digitalnih domorodaca prema primjeni BCT-a. Očekuje se da će rezultati provedenog istraživanja ponuditi zaključke o jačini veza između konstrukata te moguće teorijske i aplikativne preporuke.
	<b>EN:</b> There is growing awareness of the widespread use of blockchain technology (BCT) and the numerous benefits and opportunities it offers to its users. However, previous research shows that only a small number of users are consciously using BCT. On the other hand, digital natives are surrounded by technology from birth and are naturally inclined to embrace new technologies. This research project aims to use empirical research to investigate digital natives' attitudes toward BCT use by analyzing social influence, trust in BCT, trust in other blockchain users, and perceived risk of disclosing personal information. In this way, the importance of BCT use will be analyzed from the perspective of users who belong to the digital native category. It is expected that the results of the conducted research will offer conclusions about the strength of the relationships between the constructs and possible theoretical and managerial recommendations.
<b>ISTRAŽIVAČKI TIM</b>	
Voditeljica projekta	doc. dr. sc. Ana Čuić Tanković,, Google Scholar - <a href="https://scholar.google.hr/citations?user=yjx8OdkAAAAJ&amp;hl=hr">https://scholar.google.hr/citations?user=yjx8OdkAAAAJ&amp;hl=hr</a>

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