

Employees and the EV/Hybrid Boom: Insights from Auto Component Firms

Mananya Gupta^{*} and Shardul Shankar^{**}

Fortune Institute of International Business, India

Abstract: The swift change into Electric and hybrid vehicles has majorly shifted automotive components industry. The technical innovation and economic effect of this transition has already been discussed but a gap exists in understanding of the fact that how these changes impact the perspectives/attitudes of the employees and readiness of organization in manufacturing firms especially engaged in production of the automotive components. Using Technology Acceptance Model, this study involves a mixed-method approach, integrating surveys and interviews. The results indicate that the ease of use and perceived usefulness are the most important factors influencing transition adoption behavior and attitude.

Keywords: Electric Vehicles, Hybrid Vehicles, Organizational readiness, Technology Acceptance Model

JEL Classification Number: J21, L62, O33

^{*} Email: 26-mananya.gupta@fiib.edu.in; ^{**} Email: shane.shardul@gmail.com