

# Accepted Manuscript

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PII: S0747-5632(18)30193-6

DOI: 10.1016/j.chb.2018.04.029

Reference: CHB 5484

To appear in: *Computers in Human Behavior*

Received Date: 29 January 2018

Revised Date: 04 April 2018

Accepted Date: 12 April 2018

Please cite this article as: Clément Belletier, Anaïs Robert, Ladislav Moták, Marie Izaute, Toward explicit measures of intention to predict information system use: an exploratory study of the role of implicit attitudes, *Computers in Human Behavior* (2018), doi: 10.1016/j.chb.2018.04.029

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**RUNNING HEAD: IMPLICIT ATTITUDES AND USE OF TECHNOLOGY**

Toward explicit measures of intention to predict information system use: an exploratory  
study of the role of implicit attitudes

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