

SOCIO-CULTURAL ADAPTATION IN CROSS-CULTURAL TRANSITIONS OF DIGITAL NOMADS: A SELF-DISCREPANCY VIEW

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Abstract

This mixed-method study explores the socio-cultural adaptation of digital nomads, who exhibit traits similar to sojourners and tourists but remain specific to their personal and professional freedom. Through exploratory interviews, it is revealed that these nomads prioritize socio-cultural adaptation based on their goals and context. The main study uses self-discrepancy theory to examine how self-discrepancy influences affective dispositions towards destinations and revisit intention, using a multi-cultural sample of 213 digital nomads in Croatia.

Subject Areas: *Cross-cultural and International Marketing*