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**SABOTEURS AT THE
BIOTECH TRADESHOW:
DEMONSTRABLE HUMAN FACTORS
SUBVERTING THE COOPERATIVE POTENTIAL
OF TELEMEDICINE**

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ABSTRACT

The sabotage of human potential brought on through the unification of previously fragmented biotech and telecom communities composing telemedicine is explored by examining the human and cultural factors in operation that impede these cooperative work groups. Using classical theories disputing technological determinism advanced by Kotarbinski and Skolimoski, the analysis integrates Hofstede's covariates of culture with Handy's transaction typology to offer a critical event analysis exploring technology tradeshow interactions demonstrating patterns of subversive exchanges taking place among potentially collaborative work group members. Through participant observation and in-depth interviews, the analysis identifies the subversive patterns surrounding power distances, collectivism, assertiveness, and uncertainty avoidance that create significant impediments preventing the optimal dissemination and utilization of telemedicine technology. By identifying observable human and cultural factors that contribute to the destruction of social cohesion and other technological potentials, the analysis illustrates the patterns, causes, and consequences of collaborative sabotage exhibited by tradeshow participants from developing countries, and makes recommendations regarding how these might be mitigated for the benefit of bio and other technological communities for the future.

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