The working paper 5.10 presents the findings of the study, which revealed and examined cultural differences in values, implicit theories of innovativeness and attitudes to innovation as well as their interrelations across three ethnocultural groups of Russia: Ethnic Russians, representatives of the peoples of North Caucasus: Ingush and Chechens, and Tuvins (N = 801). Participants completed a modified adjective checklist to measure their implicit theories of the characteristics of innovators (Runco et al., 1993), the SVS to measure values (Schwartz, 1992), and a scale of attitudes to innovation (Lebedeva & Tatarko, 2009). It has been revealed that Ethnic Russians predominantly share individual theories of innovativeness, whereas among the respondents from North Caucasus and Tuva the social theories of innovativeness are more widespread. Using structural equation modeling a culturally universal model of values’ effects was identified – direct and mediated by implicit theories of innovativeness – on attitudes to innovation. The study demonstrates how the direct negative impact of Conservation values on positive attitudes to innovation is transformed into positive impact, promoting the acceptance of innovation, through the mediating role of implicit theories of innovativeness. The current research study sheds light on the important mediating role of implicit theories of innovativeness on the impact of individual values on attitudes to innovation in different cultures.