Exploring Factors Affecting Successful Acceptance of E-Learning: Innovative Technology Solutions in Oman

Salim Al-Hajri
Management Information Systems Department,
College of Business Administration,
A'sharqiyah University,
Al Yehmadi, Ibra, Oman
drsalim_amor@asu.edu.om

Abdelghani Echchabi
Accounting and Finance Department,
College of Business Administration,
A'sharqiyah University,
Al Yehmadi, Ibra, Oman
abdelghani.mo@gmail.com

Abstract- E-learning is changing the landscape of many educational organizations globally. It has been embraced by many educational organizations in rapidly developing countries such as India, China and Malaysia. Wang (2003) stresses the importance of IT solutions in teaching and learning which is required to develop students' skills by using more contemporary, resourceful and effective methods such as e-learning technology solutions in the universities. Recently, e-learning has become one of the IT tools which have emerged very strongly in the educational sector and specifically in the higher education. Yet, e-learning technology solutions offered by universities suffer from high cost and quality problems, and hence lack of acceptance. As such, this paper examines the factors affecting successful acceptance of e-learning technology solutions offered by colleges and universities in Oman from students' perspective. The findings of this study will enrich the knowledge of students' acceptance of e-learning in the Omani colleges and universities.

Index terms: E-learning, Technology Acceptance Model, Perceived Usefulness, Perceived Ease of Use, Attitude, Behavioural Intentions

IJBAMR