

عنوان مقاله:

Key factors affecting users' preferences in using a learning management system (LMS): The moderating role of social influence, institutional initiatives and individual motives

محل انتشار:

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خلاصه مقاله:

The Learning Management System (LMS) has been established in a number of Universities worldwide to help connect students and lecturers without the confines of the traditional classroom. The recent advancements in information and communication technologies have altered instructional contexts and re-shaped them into smart learning environments. Due to increasing number of available smart learning features, it has become indispensable to manage these features for effective and organized instructional processes. Currently, it is commonly seen that educational institutes operate their own LMS and provide various online smart learning features for a diverse group of students. This study aims to analyze key factors that can influence users' preferences on LMS use and gain a deeper understanding of how to maximize the learning outcomes through LMS by considering six constructs, namely, Performance Expectancy, Effort Expectancy, Social Influence, Institutional Initiatives, Individual Motives and Behavioural Intension. This study involved ۱۲۰ of the undergraduate and postgraduate students of a Private University of West Bengal and utilized the validated Technology Acceptance Model (TAM) to predict learners' perceptions towards LMS adoption. Four essential success factors for LMS implementations have been emerged from the perceived dataset of the students of the University who have implemented LMS in their system. The study explores the potentiality of the acceptance of the Learning Management Systems perceived by the end users in the higher education system of West Bengal.

کلمات کلیدی:

Learning Management System (LMS), Educational institutes, Expectancy, social influence, West Bengal

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