عنوان مقاله:

A Framework for Improving the Effectiveness of the E-Learning System in Hyper Famili Chain Stores

نویسندگان:

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خلاصه مقاله:

Before the coronavirus pandemic, higher education centers and companies paid little attention to e-learning. The outbreak of the pandemic and the development of digital technologies have caused companies to pay much attention to e-learning. Therefore, companies are looking for the effective use of e-learning tools. The current research seeks to provide a framework to improve the effectiveness of the e-learning system in Hyper Famili chain stores. The current research is applied in terms of orientation and has a quantitative nature in terms of methodology. This study used two Fuzzy Delphi and Marcos methods for data analysis. The theoretical population of the research was managers, experts, and consultants in the field of education in Hyper Famili. Sampling was done as a judgment based on the expertise of experts in eLearning. The sample size was equal to ۱۰ people. Interviews and questionnaires were used to collect data. The questionnaires used in this research were expert and priority questionnaires. In the first stage, ۳۲ factors were obtained through literature review and interviews with eLearning experts. As a next step, these factors were screened by the distribution of expert questionnaires and the fuzzy Delphi method. Ten factors were selected for final prioritization with Marcos. The screened factors were prioritized by distributing priority questionnaires and Marcos. According to the scores, the most important factors have been found. Practical research proposals were developed based on the most prioritized factors. Some practical suggestions of the research were holding a training workshop on the benefits and applications of e-learning for senior managers, considering the appropriate budget for purchasing and preparing the necessary infrastructure in the field of e-learning, preparing strategic and operational documents based on future developments of new technologies in Iran and the world and the use of instructors with electronic teaching skills.

کلمات کلیدی:

Training, e-learning, system, Effectiveness, Marcos, Fuzzy Delphi