Abstract

This study is concerned with investigation of the factors that influence the adoption of electronic management (e-Management) based on the Theory of Reasoned Action (TRA) in the University Of Technology (UOT) in IRAQ. To achieve this aim the researcher investigated a set of factors: University Readiness (UR), Top management Support (TMS), Financial Resources (FR), Subjective Norms (SNKS) and Attitudes (A).

A questionnaire was developed and distributed to a sample of (240) respondents to collect primary data, and based on a convenience sample the response rate was about 75%. Furthermore, the findings were analyzed using the Statistical Package for Social Software (SPSS) and Amos program to analyze the path of the independent variables with an R2 of 35.5%, linear Multiple Regression analysis revealed that all research variables have a significant effect on the adoption of e-Management in the UOT.
The results indicated that UR, TMS, FR, SNKS and Attitudes have a positive and significant influence on the adoption of e-Management based on (TRA) in the UOT in IRAQ. Based on the research findings and conclusions, a number of recommendations and future research suggestions were proposed such as: The UOT should keep a consistent rate of growth and development for the University Readiness, because of its important role in e-Management and the positive effect it has on the adoption of e-Management in the UOT.

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