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.

References

8. David Arnott (2010), "Research on Trust a Bibliography and Brief Bibliometric Analysis of The Special Issue Submissions", Warwick Business School, University of Warwick, Coventry, UK.
9. Dezhi, Samuel & Han (2008), "Trust or Not Exploring the Dark Side of Trust in E-Commerce Dezhi (Denny)", College of Management, Georgia Institute of Technology, West Peachtree Street NW, Atlanta.
15. Hair, Black, Babin, Berson & Tatham (2006), "Multivariate Data Analysis". 6th Ed,
Pearson Education, Inc, Upper Saddle River, NJ.


An Investigation of Factors Influencing the Adoption of Electronic Management based on the Theory of Reasoned Action (TRA): A Case Study in the University of Technology / IRAQ

Vol.6, N.2, pp.147-8.

Index Terms

Computer Science  Applied Sciences

Keywords

Electronic Management, University Readiness, Top Management Support, Financial Resources, Subjective Norm of Knowledge Sharing & Attitudes