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Acceptance and use of lecture capture system (LCS) in executive business studies: extending UTAUT2

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Article information:

To cite this document:

Muhammad Shoaib Farooq, Maimoona Salam, Norizan Jaafar, Alain Fayolle, Kartinah Ayupp, Mirjana Radovic-Markovic, Ali Sajid, "Acceptance and use of lecture capture system (LCS) in executive business studies: extending UTAUT2", Interactive Technology and Smart Education, <https://doi.org/10.1108/ITSE-06-2016-0015>

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<https://doi.org/10.1108/ITSE-06-2016-0015>

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Acceptance and Use of Lecture Capture System (LCS) in Executive Business Studies: Extending UTAUT2

Abstract

Purpose

Adoption of latest technological advancements (e.g. lecture capture system) is a hallmark of market-driven private universities. Among many other distinguishing features, lecture capture system (LCS) is the one which is being offered to enhance the flexibility of learning environment for attracting executive business students. Majority of foreign universities are offering the facility of lecture capture system (LCS) to their students in offshore campuses established in Malaysia. Yet, very little is known about perception and behaviour of executive business students towards acceptance and use of this facility. Therefore, in order to bridge the identified gap in academic literature, this study is an effort to explore the causal relationship between existing constructs of extended unified theory of acceptance and use of technology (UTAUT2), personal innovativeness (PI), intention and use behaviour towards lecture capture system (LCS). Moreover, this study makes significant theoretical contribution by extending the extended unified theory of acceptance and use of technology (UTAUT2) by introducing a new variable namely personal innovativeness (PI) in the domain of information technology (IT).

Design/methodology/approach

Smart-PLS-3.2.6 was employed for data analysis and all PLS related calculations. For this purpose, a self-administered questionnaire was designed to collect data regarding acceptance and use behaviour towards lecture capture system (LCS). A sample size of 481 responses from executive business students, who were enrolled in offshore campuses of five selected foreign universities in Malaysia, was used for testing the proposed theoretical model.

Findings

The results of structural equation modeling (SEM) revealed that, performance expectancy, effort expectancy, social influence, facilitating conditions, price value, hedonic motivation, habit and personal innovative (PI) in the domain of information technology (IT) have significant positive influence on acceptance and use of lecture capture system (LCS) in executive business students. Unique to this study is that, findings of this study have highlighted personal innovativeness (PI) in the domain of information technology (IT) as an important factor that affects intention and use behaviour towards lecture capture system (LCS) in executive business student.

Practical implications

By validating and extending the extended unified theory of acceptance and use of technology (UTAUT2), findings of this study provide a number of practical implications along with a comprehensive, robust and useful framework for universities to successfully implement technological advancements, such as lecture capture system (LCS) to enhance overall learning outcomes.

Originality/value

By investigating the factors determining acceptance and use of lecture capture system (LCS) in executive business students, using a partial least square (PLS) based structural equation