



Behavioral Intention to Use E-Learning Among Academic Staff During COVID-19 Pandemic Based on UTAUT Model

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Abstract

This study investigates the impact of technology acceptance on behavioral intention (BI) to use e-learning among academics at three private universities in Iraq that implemented the e-learning. The study used the stratified sampling technique to ensure equal representation of the population. The data were collected by using questionnaires sent via google form to academics due to the movement control order during the COVID-19 pandemic. The study employed the Unified Technology Acceptance and Use Technology (UTAUT) which consisted of Performance Expectancy (PE), Effort Expectancy (EE), Social Influences (SI), Facilitating Conditions (FC) and a new element, the Personal Innovativeness (PI). 187 valid responses were obtained and the data were analyzed by using the structural equation model. The results indicated the PE, EE and FC increased the willingness to use e-learning among academics and had a positive and significant impact on BI, while SI and PI had an insignificant impact on BI to use e-learning. The findings implied that decision-makers at universities should enhance the technological infrastructure at the universities and provide sufficient training to academics to encourage them to e-learning.