INFLUENCE OF ADOPTION FACTORS IN THE IMPLEMENTATION OF E-LEARNING AMONGST UNIVERSITIES IN KENYA

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DECLARATION

This thesis proposal is my original work and has not been presented for a degree in any other University or any other award.

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We confirm that the work reported in this thesis proposal was carried out by the candidate under our supervision.

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ABSTRACT

E-learning is the use of Information Communication and Technology in education and it includes media, technology applications & processes and computer-based or web-based learning. Adoption of e-learning by the Higher Education Institutions (HEIs) has transformed how teaching and learning takes place in the HEIs. Student’s enrollment in the institutions has been on the upward trend despite reduced funding and support from relevant authorities. Therefore the challenges’ facing these institutions is striking a balance between dwindling resources and delivering on quality education. Factors that inspire institutions to adopt and use technology have been studied by scholars in the developed countries, however no such studies have been done Kenyan context. This study will therefore, examine the influence of technology adoption factors on the implementation of e-learning in the Higher Education Institutions in Kenya. The study shall utilize the Unified Theory of Acceptance and Use of Technology (UTAUT) as it offers an explanation of the user’s intentions to use an information system and subsequent usage behavior of the information system. The main objective of this research study shall be to determine the influence of the adoption factors in the implementation of e-learning amongst the Higher Education Institutions in Kenya. The research study shall adopt a descriptive survey design approach. A self-completion questionnaire having both structured and semi structured questions shall be used to collect data. The population for the study shall be the 68 universities in Kenya which have invested in e-learning technology. The sample size for this research study shall be 10 universities (7 public and 3 private), the reason for their choice being that all have been in existence for more than 10 years. This is to cater for universities with well-established administrative structures and experience in university teaching and learning. Seventy (70) respondents will be sampled using stratified and purposive sampling techniques. Primary data will be collected using a structured questionnaire and an interview guide. A multiple regression model will be used to predict the potential effects of the influence of the adoption factors in the implementation of e-learning amongst the Kenyan universities. Both descriptive and inferential statistics shall be used in the analysis of data.

Key Words: Kenya, Information, Communication, Technology, E-learning, Adoption, Implementation,