

Mohamed Bashir

From: Global Knowledge, Memory and Communication
<onbehalf@manuscriptcentral.com>
Sent: 15 November 2021 22:48
To: Mohamed Bashir
Subject: Invitation to Review for Global Knowledge, Memory and Communication

November 15th 2021

Dear Dr. Bashir:

Manuscript ID GKMC-10-2021-0169 entitled "Investigating the Acceptance of m-learning by open and distance learning (ODL) students in India using TRAM" has been submitted to Global Knowledge, Memory and Communication.

I invite you to review this manuscript. The abstract appears at the end of this letter. Please let me know as soon as possible if you will be able to accept my invitation to review. If you are unable to review at this time, I would appreciate you recommending another expert referee. Please click the appropriate link below to automatically register your reply with our online manuscript submission and review system.

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Once you accept my invitation to review this manuscript, you will be notified via e-mail about how to access Manuscript Central, our online manuscript submission and review system. You will then have access to the manuscript and referee instructions in your Referee Centre.

Please note that you will be asked to review once again at a later stage if the article in question is revised.

I realize that our expert referees greatly contribute to the high standards of the Journal, and I thank you for your present and/or future participation.

Yours sincerely,

Prof. Jo Smedley

Associate Editor, Global Knowledge, Memory and Communication jo.smedley@hh.se, jo.smedley@hh.se

MANUSCRIPT DETAILS

TITLE: Investigating the Acceptance of m-learning by open and distance learning (ODL) students in India using TRAM

ABSTRACT:

The purpose of the study is to develop and validate a mobile learning readiness scale through the technology readiness and acceptance model (TRAM), thereby assessing students' readiness to adopt m-learning in teaching and learning, including its acceptance.

A structured questionnaire was administered to open and distance learning (ODL) students in Odisha, India to assess their readiness and acceptance of m-learning. 665 valid responses were collected from the ODL students. Collected data was analysed using Statistical Packages for Social Sciences (SPSS), and SmartPLS. PLS-SEM was used to test the relationship between latent constructs and indicators in the conceptual framework.

The findings of the study reveal that optimism contributes positively to perceived ease of use (PEOU) and perceived usefulness (PU) of m-learning ($\beta=7.921$, $p<.001$; $\beta=2.123$, $p<.05$), whereas innovativeness positively contributes to PEOU of m-learning ($\beta=2.227$, $p<.05$), but not PU of m-learning. ODL student's optimism improves his/her PEOU and PU of m-learning, but innovativeness improves only his/her PEOU. Further, the impact of innovativeness is higher than that of optimism in the TRAM and innovativeness is the strong predictor to adopt m-learning. It also shows that the PU of m-learning positively influences behavioural intention to use m-learning ($\beta=4.757$, $p<.001$). The integration of TR with TAM to predict student's acceptance of m-learning is found to be very much useful. The paper will help decision makers to adopt and use m-learning in higher educational institutions. This paper is the first of its kind that explores the readiness and acceptance of m-learning in higher education in India.