Effectiveness of Hybrid Teaching Methods: The Perspective of Academics (Special Reference to One of the Leading Private Higher Educational Institutes in Sri Lanka)

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Hybrid teaching become a major part of the teaching style for the higher education sector in the Sri Lankan context. Hybrid teaching allows for a part of the academics to go to the course physically and simultaneously permitted the rest to conduct the sessions applying videoconferencing from different locations. The objective of this research study is to explore the effectiveness of the hybrid teaching to enhance academics outcome in the business faculty of one of the leading private higher education institutes in Sri Lanka. The purpose of the study was to explore the effectiveness of hybrid teaching practices. The data for the study was collected through 11 semi-structured interviews and the data were analysed by using the content analysis. The results show that the effectiveness of the hybrid teaching is somewhat higher than traditional techniques from the perspective of the academics. In addition, based on the content analysis researchers have identified variables such as: perceptions of effectiveness, experience in different teaching capacities, instructor attitude and belief and challenges in hybrid teaching methods. The output of this study will be helped to recognize how academics perceive the effectiveness of hybrid teaching with these significant contents in one of the leading private higher education institutes.

Keywords: *hybrid teaching, online teaching, university academics, perception of effectiveness*