

A Conceptual Framework for Improving Performance Oriented M-Learning for Marketing Professionals in the Sri Lankan Information Technology Industry

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Marketing Professionals in Sri Lankan information technology industry are frequent travelers and have insufficient time to participate in regular classroom training environment and looking for a new technology era where they can learn at anytime, anywhere. Mobile devices are attached to people's lives. Therefore, the best solution is use of mobile learning. This study proposes a Conceptual Framework for Improving Performance Oriented M-Learning for Marketing Professionals in the Information Technology Industry concerning nine factors: Perceived Ease of Use, Perceived Usefulness, Personal Innovativeness, Performance Expectancy, Effort Expectancy, Social influence; Self-Management of Learning, Perceived Self Efficacy and Perceived Playfulness.

The factors were based on Technology Acceptance Model, Unified Theory of Acceptance and Use of Technology and several other factors from the literature. The report discusses the problem statement, objectives and literature review. Then factors were analyzed based on data collected from 132 participants using a survey questionnaire. Data were analyzed using Cronbach's Analysis, Spearman's Correlation Coefficient and Two-way ANOVA. Based on the results, critical success factors (CSF) were identified and the framework was developed. Finally, the developed framework was tested; recommendations and the future research were discussed.

A conceptual framework - nonagon model was built based on the analysis. The Perceived Ease of Use, Perceived Usefulness, Personal Innovativeness, Performance Expectancy, Effort Expectancy, Social Influence, Self-Management of Learning, Perceived Self Efficacy and Perceived Playfulness were found as the CSFs. The software development companies and the educational institutions can adapt to this framework. Researchers can focus on M-learning targeting other professions and industries.

Keywords: *M-learning, Technology Acceptance Model, Unified Theory of Acceptance and Use of Technology*

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