

DETERMINANTS OF E-LEARNING ADOPTION IN HIGHER EDUCATION INSTITUTIONS IN NIGERIA: AN ENTREPRENEURIAL AND STRATEGIC PLANNING PERSPECTIVE.

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Abstract

The higher education participation rate in Nigeria is relatively low compared to the worldwide average. One of the reasons for this low higher education participation rate in the country is the significant demand-supply gap in the higher education sector of the country. The use of e-learning has been suggested as a viable solution to expand access to higher education, thereby bridging the demand-supply gap. However, to achieve this goal, e-learning needs to be adopted by higher education institutions in Nigeria. Therefore, the objective of this study is to investigate the determinants of e-learning adoption in higher education institutions in Nigeria. Using a conceptual framework that integrates entrepreneurial orientation, strategic planning and the decomposed theory of planned behavior, the study employed a cross-sectional survey questionnaire to elicit responses from 701 lecturers in 41 institutions. The findings of the regression analysis indicate that both entrepreneurial orientation and strategic planning have significant influence on e-learning adoption in higher education institutions in Nigeria. However, contrary to expectation, e-learning adoption intention does not influence e-learning adoption. The study differs from prior studies by reframing the barriers to e-learning adoption as an entrepreneurial and strategic planning problem. Therefore, the study contributes to knowledge by bridging the gap in e-learning, entrepreneurship and strategic planning literature. The study contributes to practice by drawing the attention of managers of higher education institutions to the impact of entrepreneurial orientation and strategic planning on their e-learning adoption efforts.

Keywords: E-learning, e-learning adoption, entrepreneurial orientation, strategic planning, higher education institution, higher education participation rate, carrying capacity.