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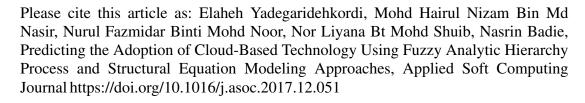
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Predicting the Adoption of Cloud-Based Technology Using Fuzzy Analytic Hierarchy

Process and Structural Equation Modeling Approaches

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Highlights

• Factors influencing user adoption of cloud-based collaborative learning technology are

examined.

• A novel hybrid methodology of Fuzzy MCDM and SEM approaches is introduced.

• FC is deleted in FAHP step which is resulted in elimination of H5.

• PE and EE are positively influenced by personalization.

• BI is positively influenced by PE, EE, SI and personalization.

Abstract. With the emergence of cloud-based technology, personalized learning mechanism has

increasingly becoming a fundamental requirement for most learning systems. This study aimed

to identify the key factors that influence user adoption of cloud-based collaborative learning

technology in the educational context. Grounded on the Unified Theory of Acceptance and Use

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