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Authors: Elaheh Yadegaridehkordi, Mohd Hairul Nizam Bin Md Nasir, Nurul Fazmidar Binti Mohd Noor, Nor Liyana Bt Mohd Shuib, Nasrin Badie



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Predicting the Adoption of Cloud-Based Technology Using Fuzzy Analytic Hierarchy Process and Structural Equation Modeling Approaches

Elaheh Yadegaridehkordi^{1,*}, Mohd Hairul Nizam Bin Md Nasir¹, Nurul Fazmidar Binti Mohd Noor², Nor Liyana Bt Mohd Shuib³, Nasrin Badie⁴

¹Department of Software Engineering, Faculty of Computer Science & Information Technology, University of Malaya, 50603 Kuala Lumpur, Malaysia

²Department of Computer System & Technology, Faculty of Computer Science & Information Technology, University of Malaya, 50603 Kuala Lumpur, Malaysia

³Department of Information System, Faculty of Computer Science & Information Technology, University of Malaya, 50603 Kuala Lumpur, Malaysia

⁴Department of Information Technology Software Development, School of Engineering, West Tehran Islamic Azad University, Shahid Hasan Azari St, Ashrafi Esfahani Expy, Tehran, Iran

*Corresponding Author: Elaheh Yadegaridehkordi

Email: yellahe@gmail.com

Tel: 0060127702071

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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