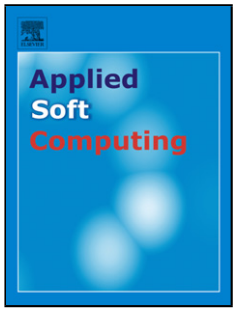

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PII: S1568-4946(18)30067-X
DOI: https://doi.org/10.1016/j.asoc.2017.12.051
Reference: ASOC 4702

To appear in: *Applied Soft Computing*

Received date: 4-5-2017
Revised date: 19-8-2017
Accepted date: 27-12-2017

Please cite this article as: Elaheh Yadegaridehkordi, Mohd Hairul Nizam Bin Md Nasir, Nurul Fazmidar Binti Mohd Noor, Nor Liyana Bt Mohd Shuib, Nasrin Badie, Predicting the Adoption of Cloud-Based Technology Using Fuzzy Analytic Hierarchy Process and Structural Equation Modeling Approaches, Applied Soft Computing Journal https://doi.org/10.1016/j.asoc.2017.12.051

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