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Conceptualizing a model for Continuance Use of Cloud Computing in Higher Education Institutions

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Conceptualizing a model for Continuance Use of Cloud Computing in Higher Education Institutions

TREO Talk Paper

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Abstract

Resource management optimization is a key concern for educational establishments. Cloud computing as the next generation in computing technology has emerged as the main standard of service and resource delivery. As cloud computing has grown into a mature technology being rapidly adopted in many education institutions across the world, retaining customers of this innovation has become a challenge to the cloud service providers. Current research trends on cloud computing have sought to study the technology's acceptance or adoption; however, little research attention has been given to the continuance use in an organizational setting. To fill this gap, we established a positivist quantitative-empirical study to investigate the antecedents of cloud continuance use in higher education institutions. Accordingly, drawing on prior literature in organizational-level continuance, this research developed a conceptual model that extends and contextualizes the IS continuance model. We structured our model based on the TOE framework, integrating the established theoretical lenses of the IS success model and the IS discontinuance model to explicate cloud computing continuance use in the context of Higher Education Institutions (See Figure 1).

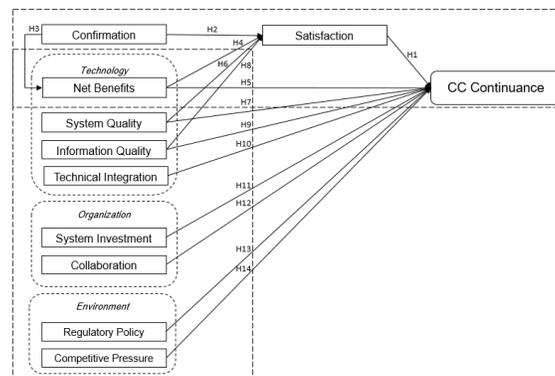


Figure 1. Research Model

To test this model, using a non-probability purposive sampling method, data was collected from the decision-makers of universities that have adopted cloud computing service. We used Structural Equation Modeling (SEM) based on the Partial Least Squares (PLS) to analyze the data. The findings of a preliminary study, conducted through a survey with ICT decision-makers, and based on the proposed conceptual model, indicate that the research instrument is both reliable and valid, and so point the way towards further research. The paper closes with a discussion of the research limitations, contributions, and future directions.