The Use and Critical Success Factors of Learning Analytics: An Organisational Absorptive Capacity Analysis

Emergent Research Forum paper

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Abstract

While some UK Higher Education Institutes are very successful in harnessing the benefits of learning analytics, many others are not actually engaged in making use of it. It appears that there is no academic research on developing an in-depth understanding of critical factors affecting learning analytics use based on rigorous methods underpinned by relevant theories. This research aims to close this knowledge gap. It seeks to improve the adoption and success of learning analytics at the institutional level by understanding the current use and impact of it on student experience management and identifying a set of critical factors affecting their success. Based on the evidence collected from an exploratory case study and thirty interviews, the use and impact of learning analytics are analysed from an organisational absorptive capacity perspective, and the critical success factors are identified and mapped out using technology-organisation-environment framework to unveil their underlining theoretical dimensions.

Keywords

Learning Analytics, Technology-Organisation-Environment framework, Absorptive Capacity, Higher Education Institutions (HEIs), Student experience management.