

E-LEARNING ADOPTION AND IMPACT ON ADULT WORKERS IN JORDAN: AN EMPIRICAL ANALYSIS

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ABSTRACT

The purpose of this study is to investigate e-learning adoption among adult workers in Jordan. More specifically, the objectives of the study are twofold: (a) To determine the extent of e-learning uptake among working adults in Jordan. (b) To examine the impact of e-learning adoption on adult learners and their job performance in Jordan. For purpose, an integrated theoretical framework for assessing e-learning adoption, beyond initial adoption was developed. The data were collected from adult workers in Arab Open University in Jordan were used to determine the relationships between impact on adult learners and their job performance and adoption of e-learning. It is found that higher explicitness and accumulation of technology can help the transfer of technological knowledge within the organization and can raise the capability to adopt innovative technologies.

Keywords: E-Learning; Online Learning; Learning; Literature Review; K-Means Cluster; Hierarchical Cluster