Chapter 9

Jordanian Digital Learning Management System Model (JDLMS)

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ABSTRACT

Universities are providing higher education and research and are one of the biggest creators of innovation, but very little is understood in terms of digital branding of such innovations that stem from rigorous research activities at universities. Often the university's brand name in terms of its reputation is associated with producing and delivering such innovation but what contributes towards digitally branding that innovation to prospective customers, clients, and marketers for appeal needs to be explored. This chapter presents the main hypotheses effecting Jordanian Digital Learning Management System (JDLMS) model and highlights the benefits and weakness area for each one of them. It also discusses the main factors influencing the acceptance of using DLMS at Jordanian universities, which are IT infrastructure and culture, and the hypotheses between both main factors with perceived usefulness and perceived ease of use to generalise this model in higher educational sectors in Jordanian universities.

INTRODUCTION

Digital Learning Management System (DLMS) is a software tool that is used in administration, reporting and other training exercises (Kats, 2010; Rogers, 1995; Unwin et al., 2010). A good and effective DLMS leverages new ways for learning in higher education learning and professional degrees (Alnsour, Muhsen, Dababnah, Eljinini, & Barhoum, 2011; Rogers, 1995). Everything is now organised electronically and stored digitally. Innovating technology has created new flexible and collaborative platforms that enhance learning. Moodle is an example of one DLMS that is spreading around the world (Ahmad, Chinade, Gambaki, Ibrahim, & Ala, 2012).

Despite selected Jordanian faculty members having successfully adopted and established a DLMS in their teaching, others continue to struggle integrating basic DLMS technology and tools designed to support the new learning approach (Cuban & Cuban, 2009; Morgan, 2003; Walsh, 1993; Singh et al., 2020). According to Cho and Berge (2002), the most influential factors with regard to the adoption and deployment of DLMS are the culture and norms of those working in higher education faculties.

This research study aims to identify the factors that impact on the acceptance of the DLMS at Jordanian universities. This research also investigate the acceptance and use of DLMS at Jordanian universities. It also focuses on the factors influencing acceptance of the DLMS at these Jordanian universities. However, the university management seeks, through related parties, to achieve the following objectives:

- Provide an environment suitable for spreading digital learning management system and applications and related training.
- Provide all possible means of modern machine technologies (servers-information center-operation center-computer workshops-television digital learning management system such as Blackboard or Moodle) and necessary operating systems.
- Automate (machines of procedures and models) all information tasks.
- Achieve high levels of information security from the source to the users.
- Guarantee the application of information systems.
- Safety of procedures and policies that guarantee the provision of electronic services.
- Take advantage of networks affiliated with the university, such as email services, banner system and television transmission of lectures and activities.

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