TRAITS CONTRIBUTING TO THE PROMOTION OF THE INDIVIDUAL'S CONTINUANCE USAGE INTENTION AND PERCEIVED VALUE OF M-UNIVERSITY SERVICES

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ABSTRACT

Aim/Purpose	This study aims to examine the roles of key traits of m-university services and their users in promoting two crucial post-adoption outcomes of these services; namely, continuance usage intention and perceived value.
Background	M-university (i.e., a university providing services via mobile technologies) has gained a great interest in the higher education sector as a driver of new business models and innovative service offerings. However, its assessment has been greatly overlooked, especially in evaluating the factors that drive the stakeholders' continuance intention to use it and the determinants of its post-adoption perceived value. Consequently, research efforts undertaking such assessment facets empirically are highly required.
Methodology	An integrated research model that enables such assessment was developed and evaluated using a quantitative research methodology. Accordingly, data were collected using a formulated closed-ended survey questionnaire. The target population consisted of the academic staff of a Saudi public university that has witnessed an extensive adoption of m-university services. The obtained data (i.e., 207 fully completed responses) were evaluated using the structural equation modeling approach.
Contribution	To the best of our knowledge, this is the first study that gains the chance to provide the research community and m-service providers with new knowledge and understanding about the predictors that drive the continuance usage intention and value of m-university services.

Findings	The findings showed that all of the examined traits of m-university services and their users (i.e., reliability, usability, customization, self-efficacy, and involvement) are having positive roles in promoting the continuance intention to use these services, while only two traits (i.e., reliability and involvement) contribute significantly to augmenting the perceived value.
Recommendations for Practitioners	The study recommends developing effective design and implementation specifications that strengthen the contributions of the examined traits in the post-adoption stage of m-university services.
Recommendations for Researchers	Further studies should be devoted to addressing the notable need to assess the factors influencing the adoption of m-university services, as well as to explore which ones are having significant roles in the attainment of post-adoption outcomes.
Impact on Society	The empirical insights provided by the present study are essential for both university stakeholders and mobile service providers in their endeavors to improve the key aspects of the anticipated post-adoption outcomes of the provided services.
Future Research	Further empirical investigations are needed to examine the roles of more m-university services and user traits in achieving a broad range of post-adoption outcomes of such services.
Keywords	m-university, faculty-oriented m-university services, m-university service trait, user trait, continuance usage intention, perceived value

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