



QUALITATIVE RESEARCH

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PART 3: PAPER PRESENTATION

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Digitalisation in HEI Education; A Study on Perception of Management Executives.

Over the past two decades, we have witnessed a rapid transformation from traditional manually based operation to digitalised operation in HIE. Digital changes that took place in HEI was so rapid and smooth that some of them we haven't even realised (Selwyn, 2007; Salento, 2018).

Despite the huge scholarly attention given on the topic of digitalisation over the years, very little attention has given to the management's perception about digitalisation in HEI (Finkelstein et al., 2009; Castle and Decker, 2011; Salento, 2018). Thus, to understand the digitalisation in HEI, it is necessary to explore the perception of management.

This study is designed to outline that gap by the understanding perception of HEI management and identifying the factor that influencing the digitalisation process.

Literature Review

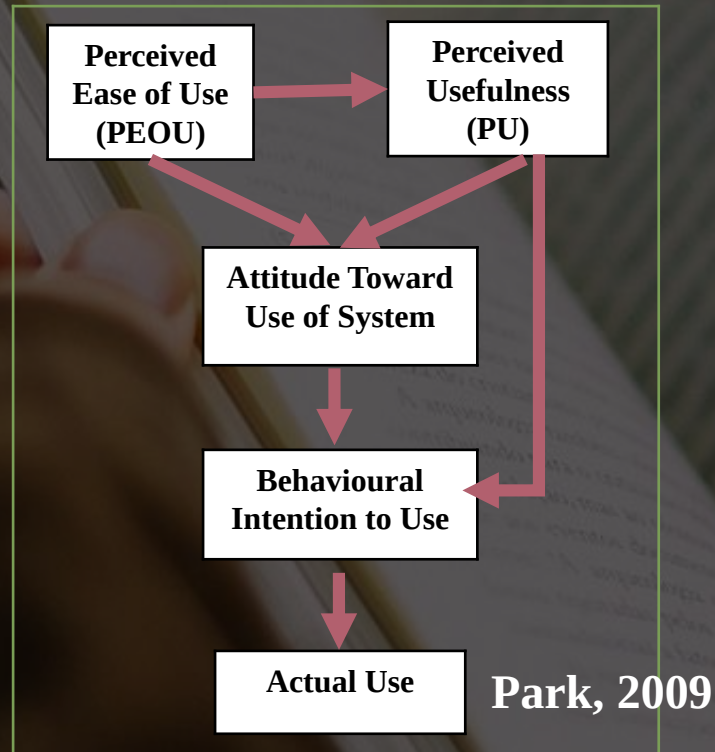


The concept of Digitalisation

- For operation prospective digitalisation simply refers to digital transformation (Brennen and Kreiss, 2016).
- *General definition of digitalisation is; Use of technology to radically improve performance (Gray and Rumpe, 2015).*
- Digitalisation in education means; Information communication technologies (ICT) (Tay and Low, 2017).



The Technology Acceptance model



Benefits and Challenges of Digitalisation In education

Benefits: High quality learning resources, innovative mode of learning, assessment tool, improving operational efficiency by reducing lead time, minimising cost and maximum use of resources (Parker et al., 2011; Coskun, 2015; Fu and Pow, 2011; Chiu et al., 2017).

Challenges: Privacy and quality is one of the important challenges (Parker et al., 2011; Coskun, 2015; Fu and Pow, 2011; Chiu et al., 2017).

Research Question

Aim of the study:

The aim of the proposed study is to identify the factors influencing digitisation of education in HEI by understudying perception of management towards digitalisation.

Objectives of the Study:

1. To identify the benefits of digitalisation in education.
2. To understand the perception of management on digitalisation of education in HEI.
3. To identify the challenges that associated with digitisation in HEI.

RQ: What are the key factors that influence the management of HEI to transform from traditional learning institute to a digital learning institute?

Philosophy

The proposed study can be classified as exploratory research in nature. This is because, exploratory studies are conducted to understand a problem or situation in detail and aims to provide an explanation of the situation and phenomenon in details (Silverman, 2016).

To achieve the research objectives and answer the research question, individual opinion and views of the management of HEI are very important to explore. Individual opinions are very subjective in nature and expression of the opinion also changes over time and situation (Collis and Hussey, 2013). Thus, subjectivism as *Ontology* and *Interpretivism* as *Epistemology* will be most appropriate for this study. Moreover, *Interpretivism* philosophy is commonly used by researchers, where the aim of the study is to explore the individual's perception on things (Gill and Johnson, 2010; Collis and Hussey, 2013; Silverman, 2016).

Data Collection Methods

- Population
- Sampling
- Data collection tools
- Sample frame
- Pilot interview

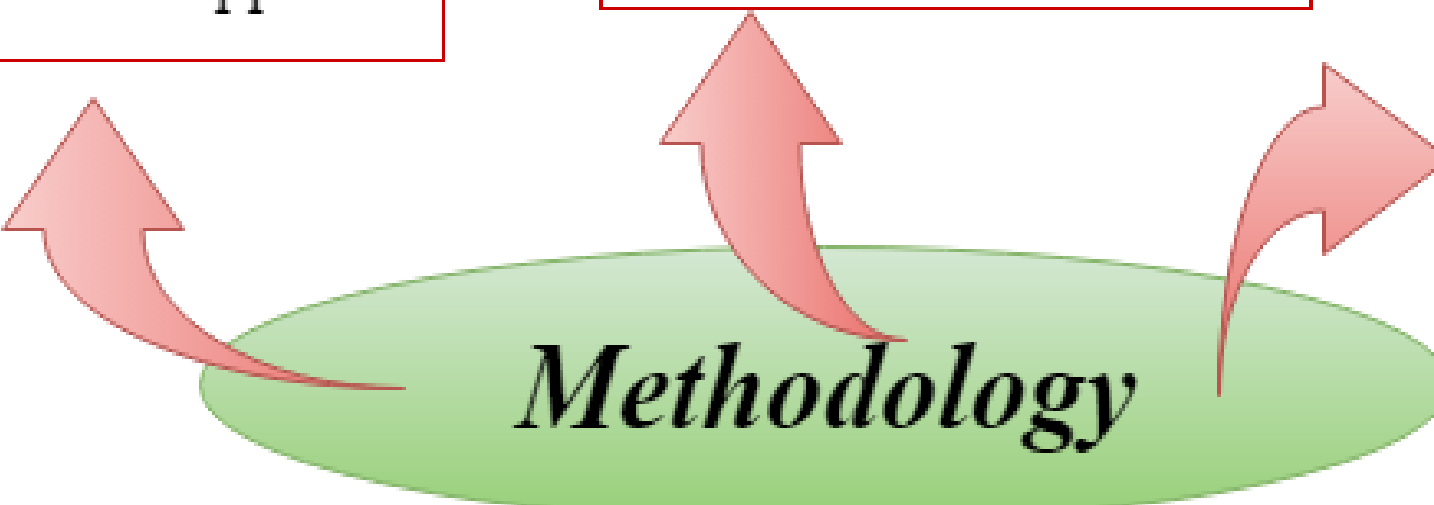
Research Approach

- Inductive Approach

Data Analysis

- Thematic Analysis
- Two Step Coding Process

Methodology



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graph TD; M([Methodology]) --> RA[Research Approach]; M --> DC[Data Collection Methods]; M --> DA[Data Analysis]
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The diagram illustrates the components of a research methodology. At the base is a green oval labeled 'Methodology'. Three red arrows point upwards from this oval to three separate boxes. The left box is titled 'Research Approach' and contains the bullet point 'Inductive Approach'. The middle box is titled 'Data Collection Methods' and contains a list of five items: 'Population', 'Sampling', 'Data collection tools', 'Sample frame', and 'Pilot interview'. The right box is titled 'Data Analysis' and contains two bullet points: 'Thematic Analysis' and 'Two Step Coding Process'.

Limitation And Ethics



Limitation:

Limited scope, shortage of time, insufficient access to resources, difficulties in getting access to the respondents were that main limitation of this pilot research.

The findings of this pilot study might not represent the view of the whole populations.



Ethics: There is no serious ethical issue specific to the research, however, there are a number of generic ethical issues which are applicable in this study, are; the privacy and safety of the respondents, confidentiality of data, true presentation of the data, no leading questions etc. Appropriate measures will be taken to address these ethical issues

To address these issues, the following steps will be taken- prior consent from each participant, data will be stored in a key-locked place, ensure no unauthorised access during the interview period

Findings

- Mixed opinion about the level of digitalisation and its benefits :
- Digitalisation is more beneficial for Students than HEI itself:
- Data security and Lack of resources are the key challenges:
- Most influencing factors are; systematic, effective in term of money and time, remote support.

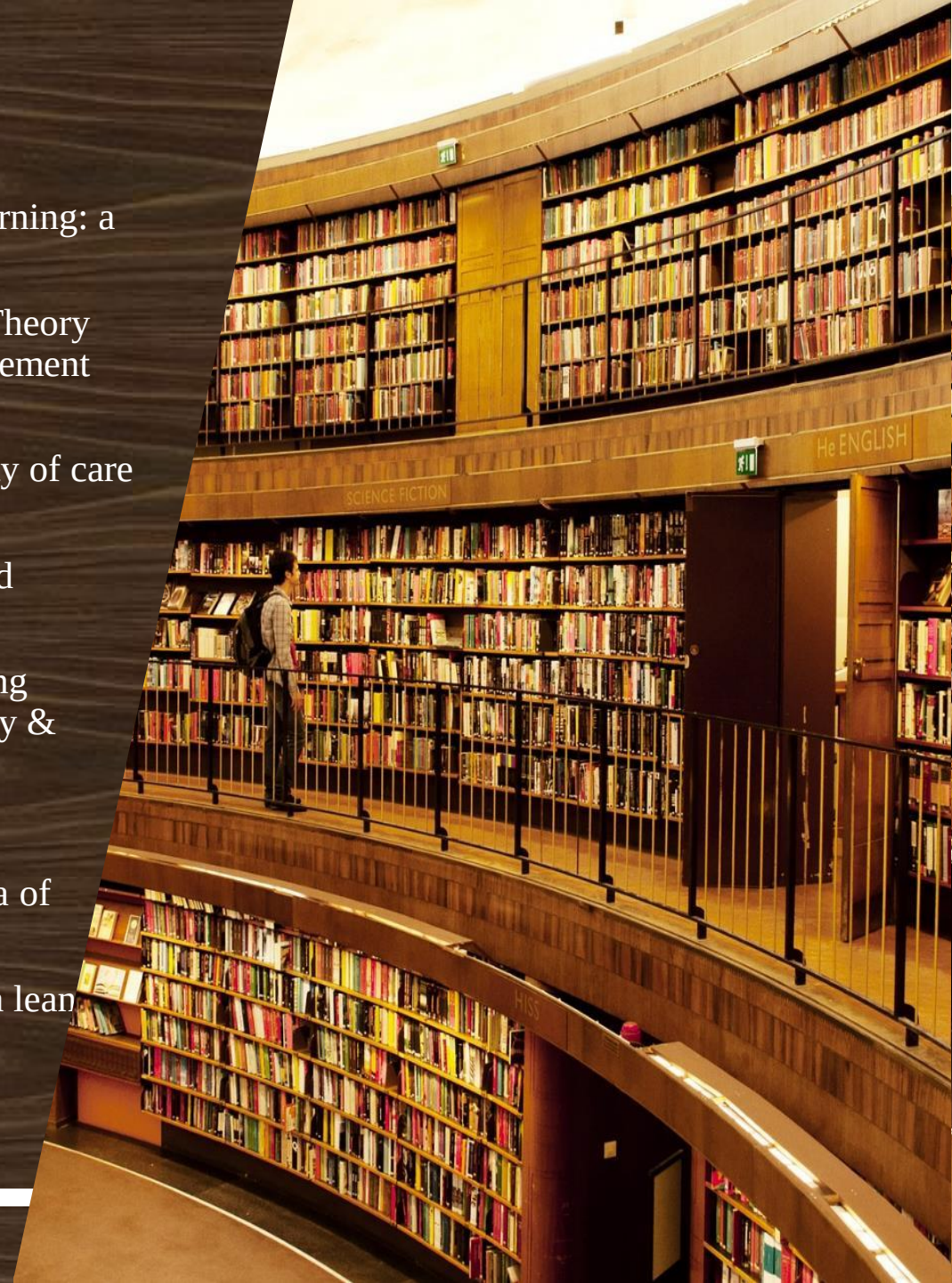
Conclusion

Based on the analysis of primary data collected through pilot interviews, and review of the literature, this study has successfully identified a number of factors which have an impact on the digitalisation. Thus, the proposed methodology can be accepted for the final research and will be able to explore the topic area.

Thank
You

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