

A study of cloud computing affecting switch intentions of information service in junior and elementary

莊和王、姜琇森

E-mail: 324799@mail.dyu.edu.tw

ABSTRACT

Due to the fast growing of network environment, the needs of E-campus and E-learning are continues to increase. Taiwan ' s junior and elementary schools are facing the shortages of information technology (IT) specialists and funding. However, the cloud services are a solution to the problems. Because the information architecture, information literacy, organization characteristics and cultures are various from schools to schools, the cloud services are not an undoubted solution. The school technology coordinators have a lot of considerations to form traditional IT architecture switching to cloud services. This study was aimed at exploring the various factors, such as organization characteristics, the qualities of information system and the costs of switching information services that affected the intentions of switching. The school technology coordinators were the samples of this study. They were selected from 28 junior and 170 elementary schools of four counties in the central area of Taiwan by random sampling method. Empirical research method and questionnaire survey were applied in this study. It was found that the abilities of school ' s IT personnel and the qualities of IT system are positively significant influence on the intentions of switching cloud services. However, the costs of switching were having a negative effect and it plays an important moderate role for switching cloud services. Furthermore, the abilities of school technology coordinators, the information literacy of school teachers and the doubts about if the cloud services can integrate into existing information architecture of the school were the direct and indirect factors which affected the switching intentions. Therefore, it was suggested the businesses of cloud services should provide schools with various designs to meet their individual needs and to cut down the costs of switching. On the other hand, schools should promote the importance of information technology and increase the information literacy of teachers.

Keywords : Cloud Computing、 Organization characteristics、 Information System、 Switching Cost、 Switching Intention

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