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## Article

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# Impact of behavioral factors towards the adoption of mobile learning among higher education students in public and private universities: A pitch

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**Abstract:** This pitch research letter (PRL) applies the pitch template developed by Faff (2015, 2017) to an academic project on the impact of behavioral factors towards the adoption of mobile learning among higher education students in public and private universities of Pakistan. This template is helpful in identifying the core elements of the proposed research project. This PRL consists of a brief introduction about the pitch, followed by a brief commentary on the pitch and personal reflections of the pitcher on the pitch exercise itself.

**Keywords:** Pitching research, Mobile learning, Higher education, Pakistan

**JEL codes:** I23

## 1. Introduction

This pitch research letter (PRL) applies the pitch template developed by Faff (2015, 2017) to an academic project; that is, the impact of behavioral factors towards the adoption of mobile learning in public and private universities of Pakistan. I started my MBA (Hons) in 2015 in marketing specialization after the completion of BBA (Hons) with the same specialization. During the first semester of my MBA study, my course instructor Mr. Hafiz Ahmad Ashraf (second author)

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encouraged me to plan research work on the topic “the impact of behavioral factors towards the adoption of mobile learning among higher education students studying in public and private universities of Pakistan.” I started working on that research paper. At that time my supervisor/instructor advised me that according to Faff (2015), there are two difficult challenges in every research project: starting and finishing. Before starting the research, my experience was just as Faff (2015) warned. As I had never completed a research paper before, it was a quiet new task for me. My supervisor provided me guidance at every step where I needed. Also, he urged me to take guidance from the work done by Professor Faff. These things helped me throughout the process and my whole work was accomplished successfully.

After the completion of my MBA research project, my supervisor advised me to work on research pitch. I started my work on the research pitch on 15<sup>th</sup> June 2016 and it completed on 10<sup>th</sup> July 2016. During this work, I got help from discussions with supervisor and he guided me to get further help from the readings on pitching research (Faff, 2015; 2017). In the beginning it looks difficult because my understanding of the pitching research concept was not clear. But as I thoroughly studied the author’s guidelines and I discussed it with my supervisor; he guided me to start work in each of the sections carefully and separately. It was not possible to write all the sections in one sitting, firstly I wrote the main theme of every section then after the completion of writing all the themes of the pitch, I started writing every section in detail. After writing in detail, again there was a need to go through the work so I refined the whole writing again and improved the identified weaknesses as best I could.

The structure of this pitching research letter is as follows. In the second section there is a brief commentary on the pitch I completed. In third section, there are my personal reflections regarding the research pitching exercise. This paper ends with a conclusion.

## **2. Commentary**

Table 1 displays my research pitch on the topic of “impact of behavioural factors towards the adoption of mobile learning among higher education students in public and private universities of Pakistan” (Item A). Item B is the primary research question which is “does the perceived ease of use, perceived usefulness and attention to adopt mobile learning have a positive impact on behavioural intention to adopt mobile learning?” Item C consists of three research papers which are related to my research work.

Table 1. Completed 2 page research pitch template on adoption of mobile learning

Pitcher's Name	Haron Iqbal & Hafiz Ahmad Ashraf	For Category	Education	Date Completed	10 <sup>th</sup> July 2016
(A) Working Title	Impact of behavioural factors towards the adoption of mobile learning among higher education students in public and private universities				
(B) Basic Research Question	Does the perceived ease of use, perceived usefulness and attention to adopt mobile learning have positive impact on behavioural intention to adopt mobile learning?				
(C) Key Research Papers	<p>Yeap, J. A., Ramayah, T. &amp; Soto-Acosta, P. (2016) Factors propelling the adoption of m-learning among students in higher education. <i>Electronic Markets</i>, 26(4), 323-338.</p> <p>Abachi, H. R. &amp; Muhammad, G. (2014) The impact of m-learning technology on students and educators, <i>Computers in human behaviour</i>, vol. 30: 491-496.</p> <p>Abas, Z. W., Peng, C. L., &amp; Mansor, N. (2009) A study on learner readiness for mobile learning at Open University Malaysia. After the arrival of social media, the trend of life has changed. It changed the priorities of the human beings their life style. From last few years, mobile technologies have proved their importance in the education sector known as mobile learning or m-learning. Learning by using any electronic mobile device is categorized as m-learning (Winters, 2016). Gikas &amp; Grant (2013) suggested that there is an opportunity for m-learning to serve the universities traditional e-learning method by providing another source to the users of mobile phones. In different higher education institutions throughout the world, the m-learning method is going to become popular from the past years (Donnelly, 2009; Park <i>et al.</i>, 2012). In the developing countries like Pakistan, there is no work done on the importance of mobile learning usage.</p>				
(D) Motivation/ Puzzle	Three core aspects of any empirical research project i.e. the "IDIOIs" guide				
(E) Idea?	<p>Core Idea: Majority of students studying at various universities are rapidly adopting the m-learning technology and they are in an increasing trend (Herrington &amp; Herrington, 2007; Pozzi, 2007). Liu <i>et al.</i> (2010), Corrin <i>et al.</i> (2010) argued that the existing trend of adopting the m-learning technologies from the student side is of limited scope. The active role of students can be effective to make m-learning an essential part of the higher education by interweaving the technologies into their everyday life both on and off campus.</p> <p>Central Hypothesis: The perceived ease of use, perceived usefulness and attention to adopt mobile learning has positive impact on behavioural intention to adopt mobile learning.</p> <p>There is no any natural experiment/ exogenous shock or theoretical tension that can be exploited due to my research work.</p>				
(F) Data?	<p>(1) Country/ setting: Country of my work is Pakistan because in this country no study has been conducted regarding this topic. Unit of analysis: respondents are the students of public and private higher education institutions. Sampling period: May 2016 to June 2016.</p> <p>Sampling Interval: Data are collected from students of different years of study in different universities.</p> <p>(2) Sample size: 300 students from five public and five private universities. Cross sectional study.</p> <p>(3) Data source: Data are collected from the respondents by self-administered questionnaires. Time frame: There are no major delays. Research assistance: no research assistance needed. Funding: funding not required.</p> <p>(4) Data collection: data is collected carefully and there are less chances of missing data.</p> <p>Data collection technique is the self-administered questionnaire. SPSS is used for the analysis.</p>				
(G) Tools	Two key questions				
TWO					

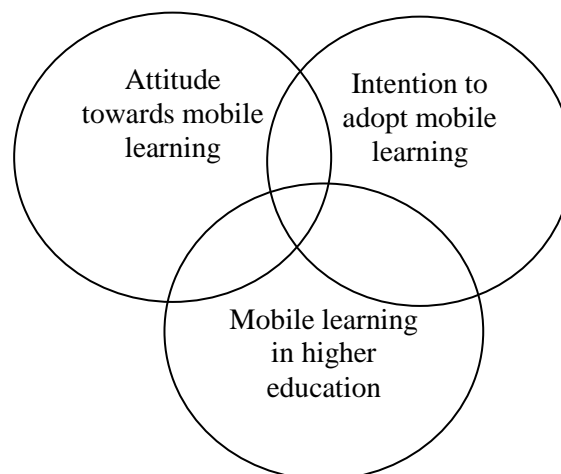
<b>(H) What's New?</b>	Novelty: In Pakistan, nobody has assessed the attitudes of higher education students to adopt mobile learning. It was checked in a public university of Malaysia. I am testing this in my country and in both public and private universities, so there is a novelty in this study.
<b>(I) So what?</b>	In today's digitalized world where most of the systems of everyday life are computerized, there is a need to bring advancements in the educational sector in the developing countries like Pakistan. This study shows the students' readiness to adopt the new trend in their education system, which will facilitate their learning and progress their institutions. The findings will be useful to implement this type of study in the institutions to enhance the efficiency of the students. And when it will be implemented, the process of learning will become faster and more interesting for the students.
<b>ONE</b>	ONE bottom line
<b>(J) Contribution?</b>	In a developing country like Pakistan, there is a need to check the students' willingness to adopt the mobile learning which will be a step forward towards the educational reforms in the country. The results of this study will be helpful for the decision makers and the educational institutions to take decision to operationalize the concept of mobile learning which will not only be good for students but teachers will also get benefit from this. So the major contribution of the present study will be for the universities from where data will be collected. Then the results will be generalized to other universities too.
<b>(K) Other Considerations</b>	Collaboration: Not desired Targeted Journal: The Journal of Higher Education Risk: No risk is attached with this research.

### 3. Personal reflection on the pitch exercise

According to Faff (2017: 1) the biggest challenge in research is to start – and to start well and confidently. I agree. How can we determine that the topic which is to be selected by the researcher is really a gap which should be covered? A researcher can't adopt the right direction for the research if he/she is not willing to spend much of his/her time to study the literature.

My research supervisor (Prof. Hafiz Ahmad Ashraf) arranged a seminar and invited a foreign PhD scholar (Mr. Seerat Ali, a PhD student at the time) as a guest speaker. Mr. Seerat Ali introduced the research pitching idea to us and provided the detailed information about the benefits and advantages of pitching research. I found that the research pitch guides the researcher, particularly regarding the research alignment and direction. Furthermore, it provided me knowledge that how can I present my research to the targeted audience.

The Mickey Mouse diagram is very effective and simple diagram to demonstrate the overall research plan and impact of its outcomes. Figure 1 indicates the Mickey Mouse diagram applied to my research work.



**Figure 1. Mickey Mouse diagram illustrating the novelty of a research idea**

### 4. Conclusion

Based on Faff's (2017) guidelines, this PRL covers the basic pitch for a proposed research project on the impact of behavioural factors towards the adoption of mobile learning among higher education students in public and private universities

of Pakistan. In the process of doing work on my research pitch I realize Faff's (2017) pitch template is very useful for novice researchers. Supervisors do not have time to read the many pages of a detailed research proposal. The pitching approach is beneficial for the researcher, to organise and align his/her research in very structured way.

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