FACTORS INFLUENCING ONLINE LEARNING EFFECTIVENESS WITH SPECIAL REFERENCE TO THE UNDERGRADUATES OF COMMERCE AND MANAGEMENT: A COMPARATIVE STUDY BETWEEN EASTERN UNIVERSITY AND WAYAMBA UNIVERSITY

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ABSTRACT

The COVID-19 pandemic has impacted negatively Sri Lanka's educational system. The Internet and distance learning, often known as online learning, play a key role in the education system of the country due to COVID-19. Online education has numerous advantages for students. However, there are a lot of challenges in online learning.

This study investigated the factors influencing online learning effectiveness in the state university education system in Sri Lanka. Therefore, the main objectives of this study were to determine the level of Technology and other infrastructure facilities, Instructor characteristics and competencies, Student characteristics and competencies and effectiveness of online learning; identify the relationship between Technology and other infrastructure facilities, Instructor characteristics and competencies, and Student characteristics and competencies on the effectiveness of online learning and examine the impact of Technology and other infrastructure facilities, Instructor characteristics and competencies and Student characteristics and competencies on the effectiveness of online learning in both selected state universities in Sri Lanka.

A structured questionnaire was used as the method of data collection and selected 603 commerce and management undergraduates from Eastern University and Wayamba University as the sample of this study. The quantitative research approach was used for this study. Descriptive statistics, correlation, and regression analysis were used to analyze the data.

The findings indicated that Technology and other infrastructure facilities, Student characteristics and competencies, and effectiveness of online learning were at a high level in both universities, and Instructor characteristics and competencies were at a moderate level in both universities. There were strong positive relationships among all variables and there was a significant positive impact of Technology and other infrastructure facilities, Instructor characteristics and competencies, Student characteristics and competencies on the effectiveness of online learning in both universities.

Keywords: Technology and other infrastructure facilities, Student characteristics and competencies, Instructor characteristics and competencies, Effectiveness of online learning, Eastern University, Wayamba University

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