

## Adoption of E-Learning System and Its Success Among The B-School Students

Nishad Nawaz <sup>1</sup>, Vijayakumar Gajenderan <sup>2</sup>, Vijaya Chitra Kannappan <sup>3</sup>,  
Kaliyaperumal Vasuki <sup>4</sup>, Ismail Raisal <sup>5</sup>

<sup>1</sup> *Department of Business Management, College of Business Administration, Kingdom University, P.O. Box 40434 Riffa, Kingdom of Bahrain*

<sup>2</sup> *Department of Commerce, Sir Theagaraya College, Chennai-600 021*

<sup>3</sup> *Sir Theagaraya College, Old Washermenpet, Chennai-600 021*

<sup>4</sup> *Department of Commerce, Sir Theagaraya College, Chennai-600 021*

<sup>5</sup> *Department of Management, Faculty of Management and Commerce, South Eastern University of Sri Lanka*

<sup>1</sup> n.navaz@ku.edu.bh, <sup>2</sup> viji\_tri2003@yahoo.com, <sup>3</sup> vijayachitra2k15@gmail.com,  
<sup>4</sup> vasukistchod@gmail.com, <sup>5</sup> ismarais@seu.ac.lk

### **Abstract**

**Purpose:** The current paper aims to measure the impact of adopting an e-learning system among the management program students in Chennai city. The study also analysed the e-learning system's success, influenced by learner anxiety, social influence, perceived usefulness, and student satisfaction.

**Design/methodology/approach:** The study used both primary and secondary data. The responses were accumulated from the 587 B-School students in Chennai city. The study adopted purposive sampling method, and the information investigation technique utilizes an underlying model, specifically PLS-SEM.

**Findings:** The outcomes showed that the e-learning mode achievement was acknowledged. Nonetheless, this study's outcomes showed that the impact of seen helpfulness and student nervousness on reception is critical. This research has an innovation related to adopting novelties, namely e-learning in forced conditions. There is no decision except for web-based realizing, which should be finished during the Covid-19 pandemic.

**Practical implications:** This paper contributes to e-learners success through the E-Learning mode during the COVID 19 period. The e-Learning can help increase learners engagement, motivation, and attendance—key requisites for learning. Efficient e-Learning can also develop performance on nucleus subjects and foster the expansion of 21st century skills, whether in grown-up or emerging countries.

**Research limitations:** The study responses were accumulated from the e-learning of B-School students in Chennai city.

**Originality value:** The finding of this study contributes to the e-learners adoption of e-learning mode by the B-School students. This outcome shows that understudies who use e-learning have worried about utilizing this framework. These B-school understudies feel anxious, awkward, yet confounded about utilizing this e-learning framework.

**Keywords:** *E-Learning, Anxiety, social influence, perceived usefulness, satisfaction, and e-learning success*