

1. Record Nr.	UNINA9910799483003321
Autore	Al-Sharafi Mohammed A
Titolo	Current and Future Trends on Intelligent Technology Adoption : Volume 1
Pubbl/distr/stampa	Cham : , : Springer International Publishing AG , , 2024 ©2023
ISBN	3-031-48397-9
Edizione	[1st ed.]
Descrizione fisica	1 online resource (473 pages)
Collana	Studies in Computational Intelligence Series ; ; v.1128
Altri autori (Persone)	Al-EmranMostafa TanGarry Wei-Han OoiKeng-Boon
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Intro -- Preface -- Contents -- Log Out or Stay Connected? Unveiling the Intention for Continuous Use in the Metaverse -- 1 Introduction -- 2 Literature Review and Hypotheses Development -- 2.1 Theoretical Foundation: S-O-R Model -- 2.2 Telepresence of Metaverse -- 2.3 Interactivity of Metaverse -- 2.4 Social Presence of Metaverse -- 2.5 The Relationship Between Perceived Enjoyment, Value Co-creation, and Continuous Use Intention -- 2.6 Perceived Trust as a Moderator -- 3 Research Methodology -- 4 Research Findings -- 4.1 Assessment of Measurement Model -- 4.2 Structural Model Assessment and Hypotheses Testing -- 5 Discussion and Implication -- 5.1 Theoretical Implication -- 5.2 Practical Implication -- 6 Conclusion -- 7 Limitations and Future Studies -- References -- Virtual Influencers as the Next Generation of Influencer Marketing: Identifying Antecedents and Consequences -- 1 Introduction -- 2 Literature Review and Research Hypotheses -- 2.1 Anthropomorphism -- 2.2 Interactivity -- 2.3 Mediating Role of Parasocial Interaction -- 2.4 Brand Credibility -- 2.5 Brand Attachment -- 2.6 Research Framework -- 3 Methodology -- 3.1 Data Collection -- 3.2 Measures -- 4 Data Analysis and Results -- 4.1 Common Method Bias (CMB) -- 4.2 Measurement Reliability and Validity -- 4.3 Hypotheses Testing -- 5 Discussion -- 5.1 Summary of Major Findings and Contributions -- 5.2 Limitations

and Suggestions for Future Research -- References -- Modeling the Continuous Intention to Use the Metaverse as a Learning Platform: PLS-SEM and fsQCA Approach -- 1 Introduction -- 2 Literature Review -- 3 Theoretical Background -- 3.1 Technology Acceptance Model (TAM) -- 3.2 Self-determination Theory (SDT) -- 4 Research Model and Hypotheses Development -- 4.1 Autonomy -- 4.2 Relatedness -- 4.3 Competence -- 4.4 Perceived Usefulness and Perceived Ease of Use -- 5 Methods.

5.1 Population and Sample -- 5.2 Instrument -- 5.3 Data Analysis -- 6 Findings -- 6.1 Measurement Model Assessment -- 6.2 Structural Model Assessment -- 7 Asymmetric Analysis -- 7.1 Calibration -- 7.2 Identifying the Configurations -- 8 Discussion -- 8.1 Theoretical and Practical Implications -- 9 Conclusion -- 10 Limitation and Future Work -- References -- Are You Ready for Tapping into the Metaverse in Higher Education? Integrated by Dual PLS-SEM and ANN Approach --

1 Introduction -- 2 Literature Reviews -- 2.1 E-Learning and Metaverse -- 2.2 Unified Theory of Acceptance and Use of Technology -- 3

Hypothesis Development -- 3.1 Performance Expectancy (PE) -- 3.2 Effort Expectancy (EE) -- 3.3 Social Influence (SI) -- 3.4 Facilitating Condition (FC) -- 3.5 Self-efficacy (SE) -- 3.6 Behavior Intention (BI) -- 4 Methodology -- 4.1 Questionnaire Structure -- 4.2 Sampling Method and Sample Size -- 4.3 Respondent Profile -- 4.4 Common Method Bias -- 4.5 Assessing the Outer Measurement Model -- 4.6 Inspecting the Inner Structural Model -- 4.7 The Predictive Relevance -- 4.8 ANN Analysis -- 5 Finding Discussion -- 5.1 Theoretical Implication -- 5.2 Managerial Implication -- 6 Conclusion and Further Research --

References -- Investigating the Influence of Technology Anxiety on Healthcare Metaverse Adoption -- 1 Introduction -- 2 Research Model and Hypotheses Development -- 2.1 Perceived Usefulness -- 2.2 Perceived Ease of Use -- 2.3 Technology Anxiety -- 3 Methodology -- 3.1 Survey Design -- 3.2 Sample -- 3.3 Measures -- 3.4 Data Analysis -- 4 Results -- 4.1 Measurement Model -- 4.2 Hypotheses -- 5 Discussion and Conclusion -- 5.1 Practical Implications -- 5.2 Theoretical Contributions -- 5.3 Limitations and Future Research Directions -- Appendix: Constructs and Items -- References.

The Metaverse: A New Frontier for Learning and Teaching from the Perspective of AI -- 1 Introduction -- 1.1 Background of the Study -- 1.2 Justification for the Problem -- 2 Novel Ways to Reimage and Democratize Education Through Metaverse -- 2.1 Interacting with the Metaverse in Education from the Perspective of AI -- 2.2 Machine Learning and Metaverse in Education -- 3 Managerial Applications of Metaverse in Education -- 4 Limitations of Metaverse in Education -- 5 Theoretical Contribution -- 6 Conclusion --

References -- Understanding the Effects of Social Media Advertising on Purchase Intention Through Metaverse -- 1 Introduction -- 2 Literature Review and Development of Hypotheses -- 2.1 The Stimulus-Organism-Response (SOR) Model -- 2.2 Purchase Intention Through the Metaverse -- 2.3 Perceived Uniqueness and Affective as Well as Cognitive Involvements -- 2.4 Perceived Vividness and Affective as Well as Cognitive Involvements -- 2.5 Perceived Interactivity and Affective as Well as Cognitive Involvements -- 2.6 Credibility and Affective and as Well as Cognitive Involvements -- 2.7 Affective and Cognitive Involvements as Well as Purchase Intention -- 3 Methodology -- 4 Results and Discussion -- 4.1 Common Method Bias -- 4.2 Respondents' Profiles -- 4.3 Assessment of the Measurement Model -- 4.4 Assessment of the Structural Model -- 5 Discussion -- 6 Conclusion -- References -- The Impact of Environmental Factors on Social Selling Intention via Virtual Reality Technology and Social

Selling Performance: The Mediating Effect of Self-efficacy -- 1  
Introduction -- 2 Literature Review -- 2.1 Social Commerce and VR  
Technology -- 2.2 Underpinning Theory: Theory of Planned Behaviour  
-- 2.3 Social Selling Performance -- 2.4 Social Selling Intention via VR  
Technology -- 2.5 Environmental Factors -- 2.6 The Mediator Role  
of Self-efficacy.  
2.7 Hypotheses Development -- 3 Research Method -- 4 Findings --  
4.1 Assessment of the Measurement Model -- 4.2 Assessment  
of the Structural Model -- 4.3 Discussion -- 5 Conclusion -- 5.1  
Theoretical and Practical Implications -- 5.2 Limitations and Direction  
for Future Research -- References -- Reshaping Sport with Extended  
Reality in an Era of Metaverse: Insights from XR the Moroccan  
Association Experts -- 1 Introduction -- 2 Related Work -- 2.1  
Extended Reality (XR) -- 2.2 XR in Sport -- 3 SWOT-AHP for XR in Sport  
-- 3.1 SWOT -- 3.2 AHP -- 3.3 SWOT-AHP -- 4 Results -- 4.1 SWOT  
Analysis -- 4.2 AHP Results -- 5 Discussion -- 5.1 Theoretical  
Implications -- 5.2 Practical Implications -- 6 Conclusion --  
References -- Unveiling the Influence of Social Technologies on Online  
Social Shopping in Malaysia -- 1 Introduction -- 2 Literature Review --  
2.1 Online Social Shopping Purchase Intention -- 2.2 Model of Goal-  
Directed Behaviour (MGB) -- 3 Hypotheses Development -- 3.1 Social  
Desire as Mediator -- 3.2 Commercial Desire as Mediator -- 3.3 Trust  
as Mediator -- 4 Methodology -- 4.1 Instruments -- 4.2 Data  
Collection Method and Procedure -- 4.3 Common Method Bias -- 4.4  
Data Analysis -- 5 Results and Discussion -- 5.1 Profile  
of Respondents -- 5.2 Measurement Model Assessment -- 5.3  
Structural Model Assessment -- 6 Discussions -- 7 Theoretical  
and Practical Implications -- 8 Conclusion -- 9 Research Limitations  
and Future Research -- References -- Mobile Payment Adoption  
in Vietnam: A Two-Stage SEM-ANN Approach -- 1 Introduction -- 2  
Literature Review -- 2.1 The Unified Theory of Acceptance and Use  
of Mobile Technology, UTAUMT -- 2.2 Prospect Theory -- 2.3 Flow  
Theory -- 2.4 Hypotheses Development and Proposed Conceptual  
Framework -- 3 Research Methodology -- 4 Results and Discussion --  
4.1 Profile of Respondents -- 4.2 Assessing Outer Model.  
4.3 Examining Inner Structural Model -- 4.4 ANN Analysis -- 4.5  
Discussion -- 5 Conclusion and Practical Implications -- References --  
Millennials Fintech Services Adoption: What Matters Most? -- 1  
Introduction -- 2 Literature Review -- 3 Research Method -- 4 Analysis  
-- 4.1 Demographic Profile -- 4.2 Data Analysis and Results -- 5  
Discussion and Conclusions -- References -- Perceived Risk of Users'  
Intention to Use Cryptocurrency in Malaysia: A Multi-analytic Approach  
-- 1 Introduction -- 2 Literature Review -- 2.1 Overview  
of Cryptocurrency -- 2.2 Related Research -- 2.3 Related Research  
Summary -- 3 Conceptual Model Development -- 4 Research  
Hypothesis Development -- 4.1 Performance Expectancy (PE) -- 4.2  
Effort Expectancy (EE) -- 4.3 Social Influence (SI) -- 4.4 Perceived Risk  
(PR) -- 5 Methodology -- 6 Finding and Analysis -- 6.1 Descriptive  
Analysis -- 6.2 Measurement Model Using Confirmatory Factor Analysis  
-- 6.3 Structural Model Assessment -- 6.4 Neural Network Analysis --  
6.5 Hypothesis Discussion -- 7 Conclusion -- References -- Prediction  
of Consumer Repurchase Intention with Food Delivery Apps: The  
Mediating Role of Prior Online Experience Using PLS-SEM-ANN  
Approach -- 1 Introduction -- 2 Related Literature and Hypotheses  
Development -- 2.1 Unified Theory of Acceptance and Use  
of Technology 2 (UTAUT2) and Constructs -- 3 Research Method -- 4  
Data Analysis -- 5 Results -- 5.1 Non-response and Common Method  
Bias -- 5.2 Measurement Model Assessment -- 5.3 Structural Model

Assessment -- 5.4 Artificial Neural Network Analysis -- 6 Discussions  
and Conclusion -- References -- Effects of Platform Values  
on Consumers' Willingness to Continue and Subscribe to Metaverse  
Live-Streaming: With a Moderating Effect of Digital Literacy -- 1  
Introduction -- 2 Literature Review -- 2.1 Metaverse Live Streaming --  
2.2 Continuance Intention Theory.  
3 Hypothesis Development.

---