

UNIVERSITI TEKNOLOGI MARA

**USER ACCEPTANCE ON CONDUCTING
VIRTUAL COMMUNICATION IN
VIRTUAL WORLD: CASE STUDY IN IRIS
CORPORATION BERHAD**

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Computing Project submitted in partial fulfillment
of the requirements for the degree of
Master of Science in Information Technology

Faculty of Computer and Mathematical Sciences

July 2017

ABSTRACT

A virtual world is a computer based virtual environment where users interact with it via avatars, which is a 2-dimensional (2D) or 3-dimensional (3D) graphical representative of themselves. Virtual worlds enable those who are not in geographic proximity to more easily connect, cooperate, and collaborate on projects in ways that imitate how we interact when physically proximate to each other. The aim of this study is to identify the factors that can affect employees' intention to use virtual world technology in conducting business operations and analyse the relationship of employees' intention to use virtual world technology with the identified factors. This research also was designed to test the theoretical relationship among perceived usefulness, perceived ease of use, their attitude towards technology, performance expectancy and social norms with behavioral intention to use virtual technology for virtual communication in business operations. TAM model was used to achieve the objective. This research used quantitative approach where questionnaires were distributed to the respondents. A voluntary sample consisted of 69 respondents involved from three departments of IRIS Corporation Berhad. The finding proved the positive relationship between all constructs (perceived ease of use, perceived usefulness, their attitude towards technology, performance expectancy and social norms) with intention to use the technology. It also revealed IRIS' employee willing to use virtual world to conduct virtual communication for business operation if the technology were to be introduce to the organization. The outcome from this study help the organization to identify employee's acceptance on the technology and avoid losses in resources.

ACKNOWLEDGEMENT

First and foremost, the deepest gratitude of all shall be bestowed to Allah the Almighty and The Merciful for all the insight which He gave to us that lead to the completion of this research. Without His blessings and consent, I might not have enough courage and determination to complete this research. All my thanks and appreciation will be lay upon Him.

My deepest gratitude is extended to Dr Nurulhuda Noordin for all assistance, advice, guidance, encouragement, new ideas and invaluable support given as my project supervisor for a better quality in my research. Thank you for being such a great mentor. I also would like to express my gratitude and sincere appreciation to Dr Jasber Kaur A/P Gian Singh for her invaluable knowledge, comment and recommendation on how to enhance my research.

Not to forget a very special thanks to IRIS Corporation Berhad's employees from Project Management, Software and support department and all the lecturers, friends also classmates of Master Science (Information Technology) for their support and encouragement during the process of completing this research.

I would like to express my deepest gratitude to my beloved parents and families. Without their personal sacrifices and understanding this thesis would not have been possible.

Finally, I would like to express my deepest gratitude to my best friend Fathiah Abdullah for all support and courage towards my success. Without those positives words, the journey would not be as fun as it was.

Thank You.

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