

**UNIVERSITI TEKNOLOGI MARA**

**THE INTENTION TO ADOPT  
ELECTRONIC PUBLISHING: A  
CASE OF MALAYSIAN PUBLISHERS**

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## ABSTRACT

In the modern era of ICT revolution, the application of electronics to every aspect of human life has become significant. Electronic publishing has emerged as a major development in the media landscape and the adoption of this new media has become an important area of research. The continuance of electronic publishing depends on the adoption of this media by publishers and users. However, a research demonstrates that the rate of adoption of electronic publishing amongst Malaysian publishers is low. In addition, an audit report from 2011 journal in Malaysia revealed that 62.9% of Malaysian journals are still produced only in print format, while only 31.3 % are produced hybrid format (both print and electronic online), only 5.8 are born digitally exclusively on the Internet. It seems that electronic publishing has not penetrated successfully in Malaysian markets. The five main objectives of this study are: 1) to solicit problems faced by Malaysian publishers in adopting electronic publishing; 2) to determine technological factors that facilitate the intention to adopt electronic publishing amongst Malaysian publishers; 3) to determine organisational factors that facilitate the intention to adopt electronic publishing amongst Malaysian publishers; and 4) to determine environmental factors that facilitate the intention to adopt electronic publishing amongst Malaysian publishers. A research model is developed to identify and evaluate the key determinant factors influencing the intention to adopt electronic publishing amongst Malaysian publishers. This study draws on the organisation adoption theory, that is, the technology, organisation, and environment framework (TOE) to understand and explain the determinant factors of electronic publishing adoption. Applying the quantitative method, the data collection employed a self-administered survey technique using the questionnaire as the instrument. One hundred and nine (109) usable responses were received. With a response rate of 95%, the questionnaire was further analysed using the appropriate statistical procedure. The Statistical Package of Social Sciences software (SPSS) version 22 and partial least square (PLS) techniques version 3.0 were used to test and validate the research model and proposed research hypotheses. The findings report that both organisational and environmental factors do influence the intention to adopt electronic publishing amongst Malaysian publishers. The study observed that organisational factors have the strongest relationship with the intention to adopt electronic publishing. The study exhibits that technological factors is insignificant in explaining the intention to adopt electronic publishing amongst Malaysian publishers. The findings show that the preference of Malaysian readers towards print material is the utmost obstacle faced by Malaysian publishers in adopting electronic publishing. Based on the findings, the study provides recommendations to the publishers 1) to accelerate implementation of ICT infrastructures for Electronic Publishing; 2) strategizing electronic publishing market; 3) revisiting the roles and functions of collaboration and smart partners among electronic publishers and 4) to gain support from the government. This study is relevant not only to researchers in the publishing industry, but also for electronic publishing technology adoption and organisational technological adoption. It also provides understanding and practical suggestions on how these determinants influence Malaysian publishers' intention to adopt electronic publishing.

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