ABSTRACT
Mobile learning is still in its infancy, adoption and implementation of M-learning are significant issues for universities. Although the TAM is applicable to various technologies, constructs in the TAM must be extended by incorporating additional factors. These additional factors depend on the target technology, users, and the context. In order on increase the number of students who will use M-learning especially with higher education students, in this study will adopt TAM model as a theoretical framework and extending this model with external variables to propose new model. Therefore, this study will extend TAM model with external variables (Mobile Readiness). Moreover, this research will examine the following seven factors: perceived usefulness, perceived ease of use, Attitude to Use, Mobile Readiness, and Intention to Use Mobile Learning. Finally, the results will provide valuable implications for ways to increase college students’ acceptance of mobile learning.

KEYWORDS: tam model, mobile readiness (mr), hes.

REFERENCES:


[58] N. M. Nordin, et al., "Mobile learning design requirements framework for lifelong learning."