Abstract

Information and Communication Technologies (ICTs) have been diffused in higher education slower than it has been expected. Especially for developing countries, using ICT in the most efficient and effective ways has crucial importance for the sustainable development and effective use of resources. This paper presents a theory-based design framework for e-learning that emphasises the transformative interaction between technology readiness and innovativeness. This study is a theory-building investigation and offers a theory-into-practice framework that characterises the implications of innovativeness and motivation in the recent trend of the higher education use of internet technology to facilitate its own operations, in the form of e-learning.