

# Review of: "Adopting the UTAUT model to understand academic use of emerging technologies among Moroccan nursing students"

R.E. Essel<sup>1</sup>

<sup>1</sup> University of Cape Coast

Potential competing interests: No potential competing interests to declare.

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Dear Sir

ATTN: Gabriele Marinello

Open Peer Review on Qeios

Kindly find below my queries in respect of Ming Guan's manuscript titled "Adopting the UTAUT model to understand academic use of emerging technologies among Moroccan nursing students"

## Comments/Queries

- Title:** In my personal opinion, the manuscript's/article's title is not indicative of the fact that the study performed moderation analyses. The author can modify the title to capture the moderation analyses performed. For Instance the title can be modified to read "Adopting the UTAUT model to understand academic use of emerging technologies among Moroccan nursing students – A Moderation Analysis"
- Abstract:** The study sample size of 702 nursing students must be incorporated in the methodology (method) section of the abstract.
- Literature Review, Hypotheses Development and Conceptual Framework (Research Model):** 3 i. The study did not formulate/develop any hypotheses even though there is a section on hypotheses development. 3ii. The Literature Review section must be subdivided into theoretical literature and empirical literature. The theoretical literature must discuss/review the study's underpinning theory i.e., UTAUT Model making reference to Venkatesh et al. (2003) who theorized the UTAUT model, its effectiveness/usefulness and drawbacks/criticisms, noting that the model formulation is rooted in the constructs of eight earlier models, namely theory of reasoned action (TRA), TAM, theory of planned behaviour (TPB), a combined TPB–TAM, model of personal computer utilization (MPCU), innovation diffusion theory (IDT), motivational model (MM) and social cognitive theory (SCT). The empirical literature must be reviewed/discussed under each on the prognostic variables used in the study i.e., the 4 main construct/elements/factors of the UTAUT model namely PE, EE, SI and FC, in addition to Voluntariness and all the socioeconomic variables espoused as moderating variables for the study. 3iii. The study's hypotheses should be

formulated/developed under all the explanatory/prognostic/independent variables in addition to the moderators (either pure moderators or quasi-moderators). 3iv. The study lacks a conceptual framework (research model) in a diagrammatical form depicting all the independent variables, moderating variables and the dependent variable (s).

For guidance see the following:

- Essel, R. E. (2022). Assessing the Moderating Role of Trialability and Perceived Risk of E-Banking Adoption in an Emerging Economy. *Vision*, DOI: 10.1177/09722629221106260.
- Pobe, F. (2022). Non-probabilistic approach to e-banking adoption: The moderating impact of trialability. *Management and Labour Studies*, 47(2), 183–198. <https://doi.org/10.1177/0258042X211054248>.
- **Common Method Variance (CMV):** The author should test for Common Method Variance (CMV) bias since all the primary data for this study were obtained using survey questionnaire via direct distribution and online survey. The researcher can perform Harman's (1967) one-factor test or single-factor score [in which, all items measuring latent variables/unobserved/hidden variables are loaded into one common factor. If the total variance for a single factor is less than 50%, it suggests that CMV does not affect your data, hence the results]. This can be based on the approach described by "Podsakoff, MacKenzie, Lee, and Podsakoff (2003). "Common Method Variance in behavioural research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88(5), 879-903. Doi: 10.1037/0021-9010.88.5.879". The researcher can also use CFA common factor, which is a more advanced, sophisticated and psychometrically convincing means/method. [see. (1). Essel, R.E. (2021b). "Assessing Materials Management Practices Effect on Firm Performance in Ghana Using Dominance Analysis: Evidence from A listed Company." *Journal of Operations and Strategic Planning*4 (2) 174-201 DOI: <https://doi.org/10.1177/2516600X211043210>. Published on 10<sup>th</sup> October 2021 by SAGE Publications, INDIA. (2). Essel, R.E. (2022). Assessing the Moderating Role of Trialability and Perceived Risk in E-banking Adoption in Ghana. *Vision: The Journal of Business Perspective*, 1-16. DOI: 10.1177/09722629221106260 published by SAGE Publications, INDIA].
- **Survey participants/respondent's heterogeneity:** How was heterogeneity in the profile of the respondents addressed? Elaborate explanation is expected. The effect of socio-demographic information/data which was collected earlier on the respondents should be analyzed.

Many Thanks

Ronald Ebenezer Essel [External Reviewer]

Unit of Business Programmes, College of Distance Education (CoDE), University of Cape Coast (UCC), University Post Office Private Mail Bag (P.M.B), Cape Coast 03321, Ghana. E-mail: [esselronald@yahoo.com](mailto:esselronald@yahoo.com).

1. ORCID: <https://orcid.org/0000-0002-2735-1252>.
2. Web of Sciences ResearcherID: AFR-5263-2022 [[www.webofscience.com/wos/author/record/AFR-5263-2022](http://www.webofscience.com/wos/author/record/AFR-5263-2022)]
3. Google Scholar Page: <https://scholar.google.com/citations?user=rcravMIAAAAJ&hl=en>
4. ResearchID: <https://researchid.co/rid14148>

5. LiveDNA: <https://livedna.org/233.36190>
6. Researchgate: <https://www.researchgate.net/scientific-contributions/Ronald-Ebenezer-Essel-2182693434>
7. LinkedIn: <https://www.linkedin.com/in/ronald-essel-8273771b>

Facebook: <https://web.facebook.com/ronald.essel.1>