

Some philosophical enquiries on e-learning: Preparing the Tomorrow Business School

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Abstract:

Emerging digital technologies and increasing interest in the computerized delivery of higher education have led to e-learning through electronic mail, the Internet, the World Wide Web (WWW), and multimedia. The major objective of this research outlet is to examine the e-learning evolution in business schools. Our research intentions are to investigate: 1. who buys the technology as it evolves; 2. if universities understand the market dynamics (regarding to segmentation and crossing the chasm); 3. business schools-innovators' dilemma; 4. mapping the s-curve to student needs and 4. how business schools will change the value map. From the analysis of existing empirical evidence and our research results from 140 business students of University of Ioannina (Greece) we can summarize that: a. value is created when new technology is matched to student need; b. but student needs change: as the technology evolves existing students develop new needs and in addition the technology may appeal to new kinds of students, with new kinds of needs and c. understanding the structure of student needs may be particularly important at times of potential discontinuity, when existing students may reject new technologies (for excellent reasons!). The authors suggest that business schools interested in being productive should invest in implementing performance tools for all educational methods in order to accomplish the educational objectives. The authors propose a new formula (*the elasticity of the quality supply*), in order to measure the levels of quality of e-learning educational services. Further research in this crucial field of the evolution of e-learning in business schools is the examination of anticipated benefits and the experiences by early e-learning adopters, return on investment and expectations for the future.