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Exploring The Potential Adoption of Metaverse for Higher Education: Structural Equation Modelling Approach in A Business School Context

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Abstract

The evolution of the Metaverse in Higher Education (HE) in Mexico has the potential to enhance pedagogy, accountability, and learning experience. The aim of this research is to estimate the factors guiding the adoption of the Metaverse in a Business School context in Mexico. A complete quantitative analysis using a structural equation model SEM was executed and a path analysis was computed to demonstrate the relationship between the components of adoption of the UTAUT model. The results show how, through a practical learning exercise in the Metaverse, the acquisition of knowledge process for students was improved. Moreover, this study quantifies the magnitude of HE stakeholders' attitudes setting out a significant and positive influence on adopting the Metaverse. The practical implementation of this model is to be at the service of concerned HE authorities to create an adequate environment for the adoption of the Metaverse in Mexican Universities.

Keywords: metaverse, virtual reality, adoption, UTAUT Model, Higher Education