

# 大學院校之校園雲端服務應用現況之探討

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## 摘要

“Cloud” is probably a technological term that became widely known in the shortest time in recent years. In 2010, the Ministry of Economic Affairs planned to invest NT\$1.65 billion into development of “educational cloud” in its Cloud Computing Industry Development Program. Many universities in Taiwan began to invest in development of related applications and even set up an exclusive department to offer courses on cloud computing and promote campus cloud services. The objective of this study was to explore current applications of campus cloud services in universities and factors affecting user acceptance and intention towards using them. In this study, the research framework and hypotheses were developed based on Decomposed Theory of Planned Behavior proposed by Taylor and Todd (1995). Data were collected from a questionnaire survey administered to teaching faculties of domestic universities that have implemented campus cloud services. The research framework and hypotheses were validated through structural equation modeling. This study also compared the explaining power of Theory of Planned Behavior and Technology Acceptance Model. The insight could be a basis for developing the behavioral model of campus cloud services users. This study hopes the results could contribute to implementation of cloud services in domestic universities and future research of cloud issues.

**關鍵字：**Cloud computing, campus cloud services, decomposed theory of planned behavior, structural equation modeling