

WHY DO SOME STAY WHILE OTHERS LEAVE? A CASE STUDY OF ONLINE BSC MANAGEMENT STUDIES AT THE UWI

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Abstract: *Using a case study design, this research examined students' programme persistence at an online tertiary institution in the Caribbean. More specifically, the study sought to determine the effect of past learning experiences, transactional distance, and technological and pedagogical readiness on the likelihood that students would persist toward completing their programme of study. The sample comprised (n = 106) students enrolled in an undergraduate Management Studies online programme at an online university. The results revealed that access to the internet and technological readiness are likely to have a strong influence on student persistence in online learning environments. The study is significant as it provides much needed analysis of factors which affect the persistence of Caribbean online learners. The findings from this study may be used to articulate policies to address concerns about online student persistence through support services, faculty training, course design, and orientation practices.*

Keywords: *Caribbean online education, learner persistence, technological readiness, transactional distance*

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