

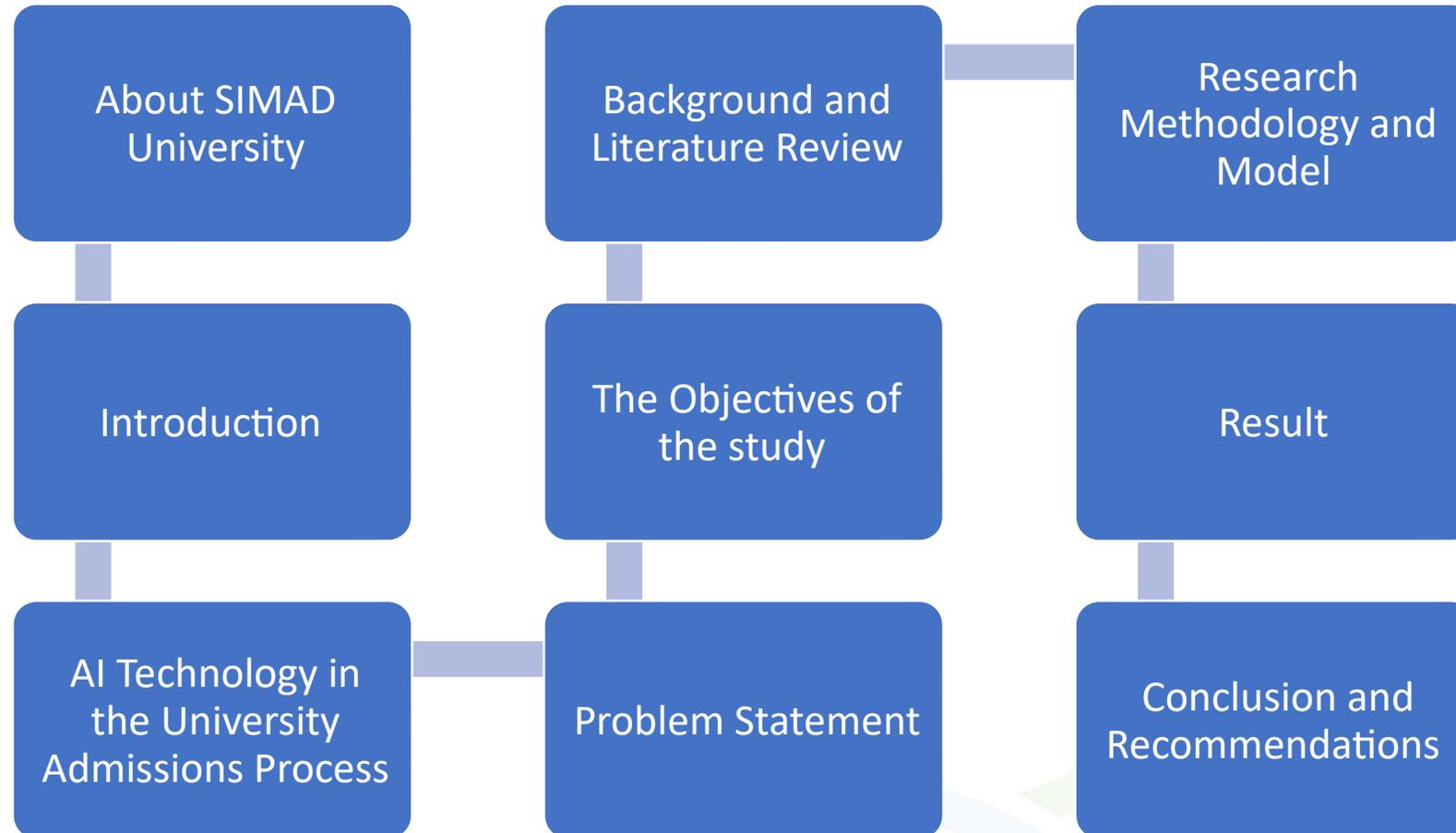


Exploring the Factors Influencing AI Technology Adoption for Enhancing University Admissions Efficiency: A Case Study of SIMAD University

- **Presenter: Husein Osman Abdullahi,**
- **University Registrar, SIMAD University**

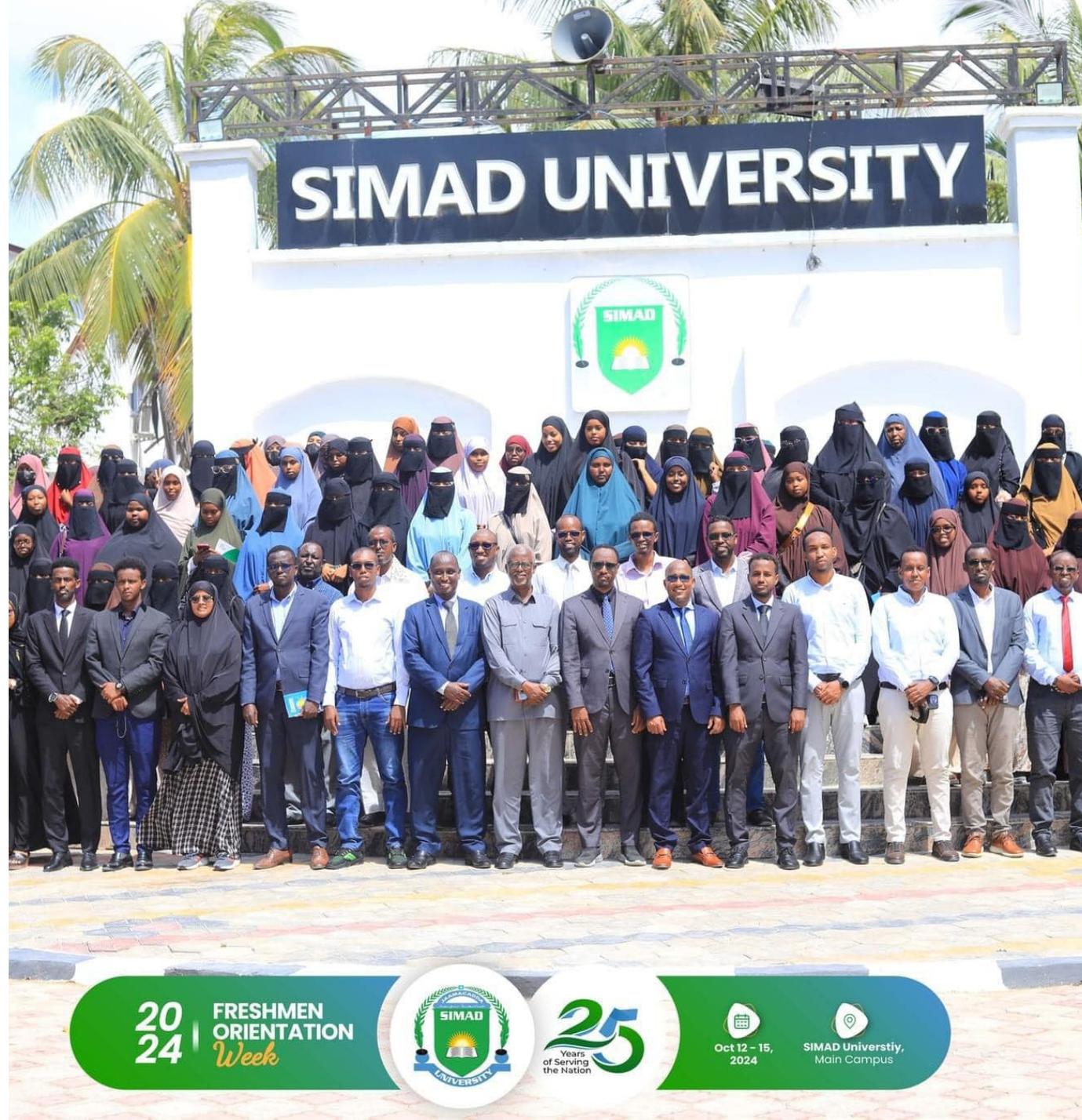


Outline



SIMAD University

- Located in Mogadishu, Somalia.
- Started in **1999** as Institute, became a full university in **2011**.
- Established by **Direct Aid** (African Muslim Agency).
- One of Somalia's top universities.
- Dedicated to developing leaders and fostering innovation.
- Academic programs designed to support career and community success.



20
24 | FRESHMEN
ORIENTATION
Week



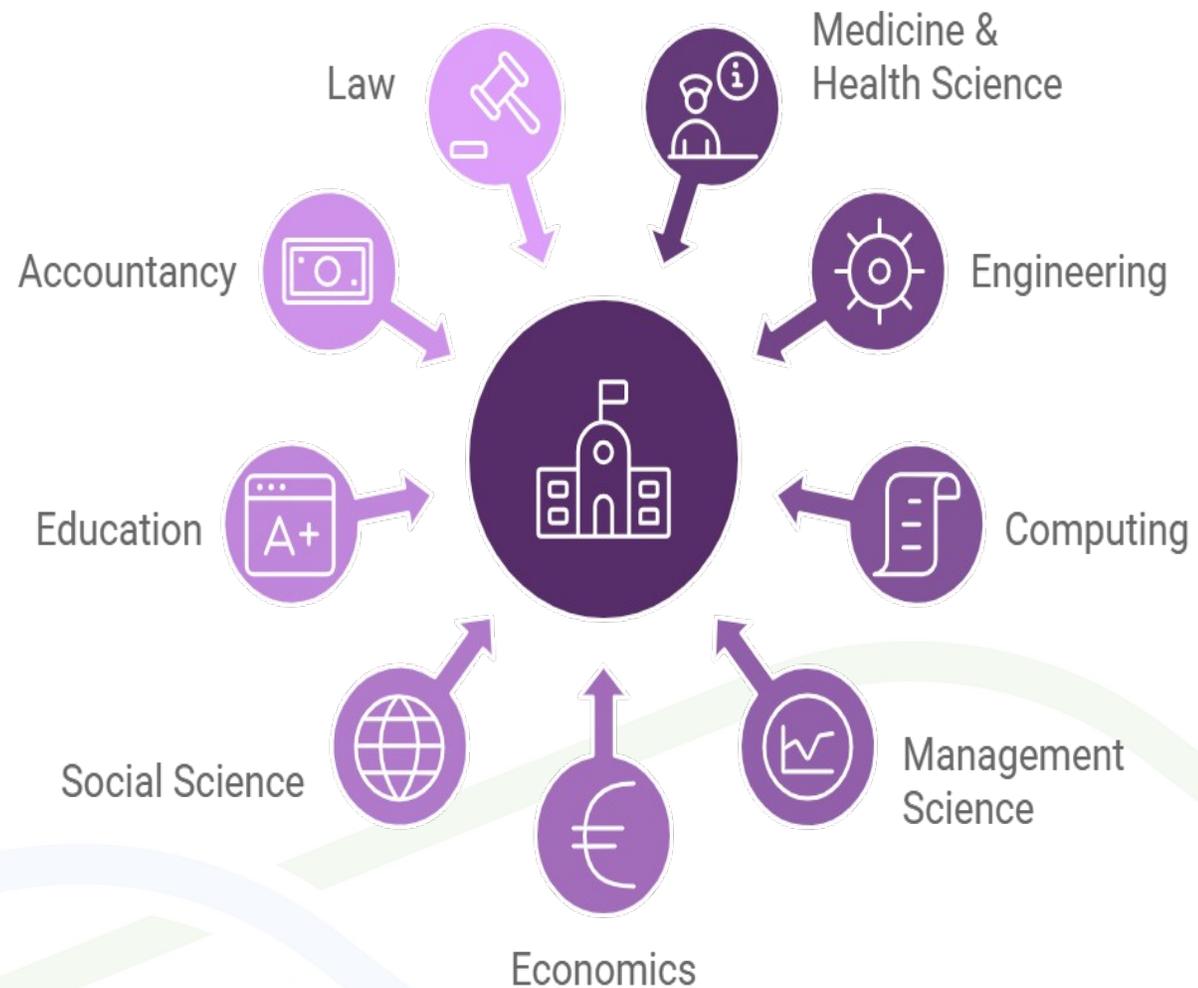
25
Years of Serving
the Nation

Oct 12 - 15,
2024

SIMAD University,
Main Campus



SIMAD University Faculties



80.5% job placement success rate
150+ partner institutions
100% access to e-learning



25
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Sub-Saharan Africa University Rankings 2024

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Ranked

1st in Horn of Africa

3rd in East Africa

7th in Sub Saharan Africa

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World
University
Rankings 2025



@SIMADUniversity

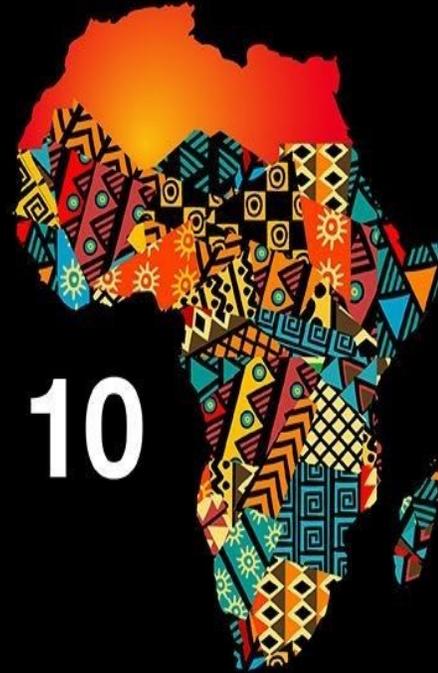
Sub-Saharan Africa University Rankings 2024

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Top 10



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Rank	University	Country/ region
1	University of Johannesburg	South Africa
2	University of Pretoria	South Africa
3	University of the Witwatersrand	South Africa
4	UGHE – University of Global Health Equity	Rwanda
5	University of Ghana	Ghana
6	University of Rwanda	Rwanda
7	SIMAD University	Somalia
8	Makerere University	Uganda
9	Ashesi University	Ghana
10	University of KwaZulu-Natal	South Africa




20TH CONVOCATION CEREMONY
 Graduation Day
 Thursday, 07 November 2024
 #SIMADGrad2024

Sponsor

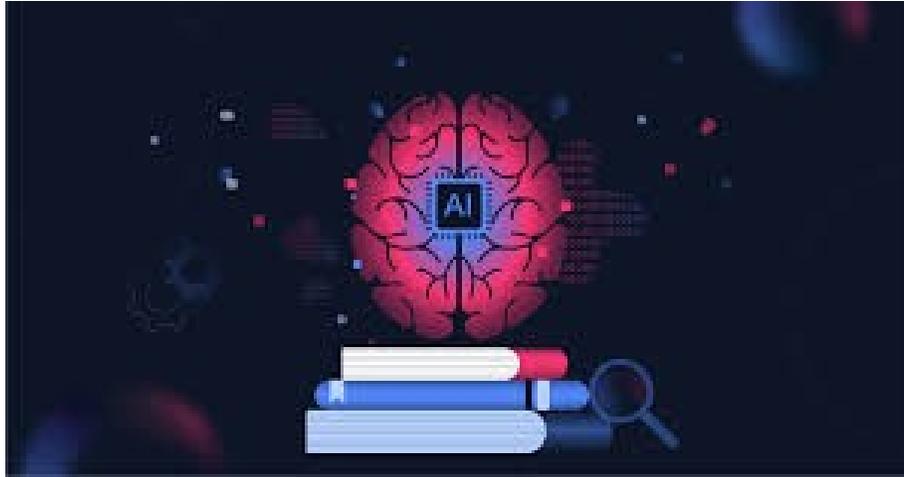





Ranking of Universities in Somalia

ranking	World Rank	University	Det.	Impact Rank*	Openness Rank*
1	5366	SIMAD University Mogadishu	👉	11765	5644
2	9403	Somali National University Mogadishu	👉	19522	6974
3	11036	Amoud University Borama	👉	18650	8890





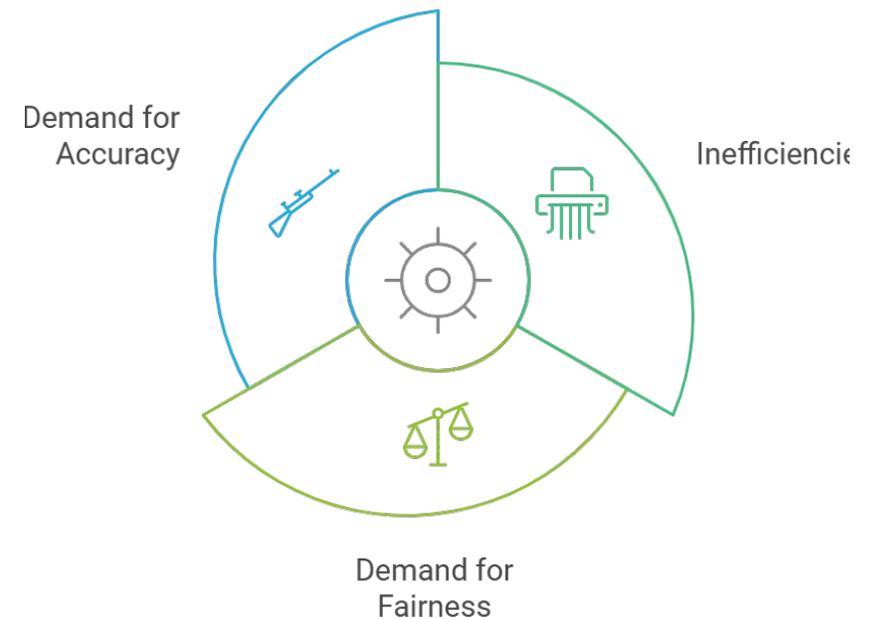
EXPLORING THE FACTORS INFLUENCING AI TECHNOLOGY ADOPTION FOR ENHANCING UNIVERSITY ADMISSIONS EFFICIENCY: A CASE STUDY OF SIMAD UNIVERSITY

Introduction

University admissions have traditionally been a manual, labor-intensive process that relies heavily on human judgment.

The increasing volume of applications, combined with growing demands for fairness and efficiency, has created a need for innovation.

Addressing Operational Challenges



Introduction



- **Rapid advancements in AI technology are transforming university admissions.**
- **AI enhances fairness, accuracy, and speed in the selection process.**
- **By automating repetitive tasks, it saves time and improves efficiency.**
- **It provides deeper insights into applicant profiles, enabling informed decisions.**
- **AI is revolutionizing higher education, making admissions more effective and equitable.**

AI in University Admissions



AI Chatbots & Assistants

Provides real-time support and personalized guidance to applicants.

Predictive Analytics

Employs AI to forecast applicant success and enrollment trends.

Bias Mitigation

Ensures fairer decision-making by reducing human bias in evaluations.

Automated Document Processing

Utilizes NLP and OCR to streamline document evaluation.

Data-Driven Insights

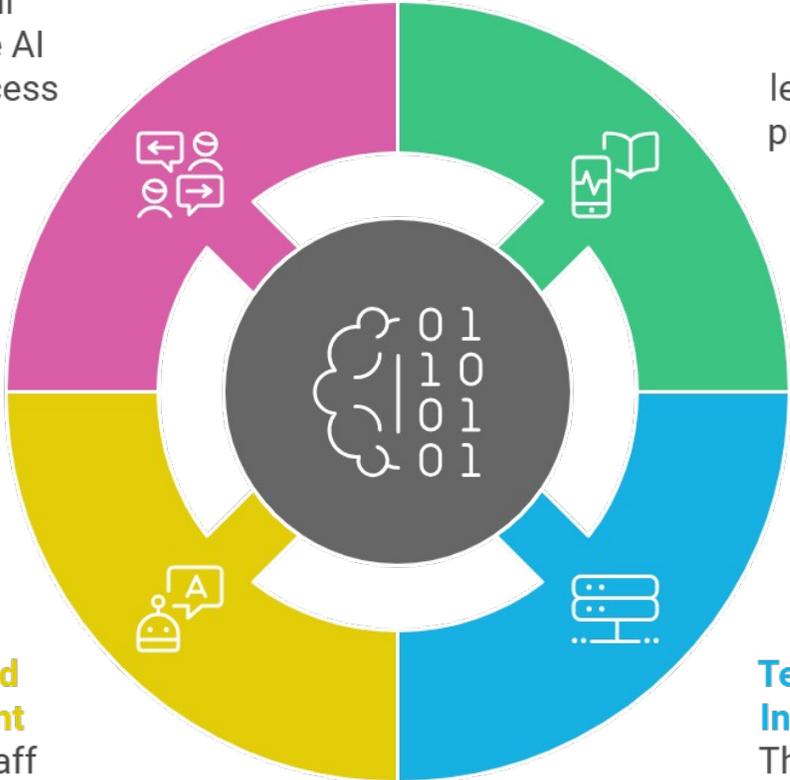
Offers actionable insights to admissions teams through automated analysis.



AI Adoption in University Admissions

Stakeholder Engagement
Involving all parties in the AI adoption process

Institutional Support
The role of university leadership in promoting AI adoption



Training and Development
Educating staff and students on AI tools

Technological Infrastructure
The necessary hardware and software for AI implementation

Problem Statement



SIMAD University's admissions process faces challenges in efficiency, decision-making, and resource management.



AI has the potential to automate and streamline administrative tasks but is underutilized.



There is a lack of understanding regarding the factors influencing AI adoption in university admissions.



Limited research on how to overcome barriers to AI adoption in this context

The Objectives of the study



To identify the key factors influencing the adoption of AI technologies in the university admissions process at SIMAD University using the UTAUT framework.



To provide recommendations for enhancing the efficiency of university admissions at SIMAD University through AI adoption and offer insights for other higher education institutions.

Background and Literature Review

AI in Higher Education:

- Current trends in AI adoption globally.
- Applications in admissions, academic advising, and resource allocation.

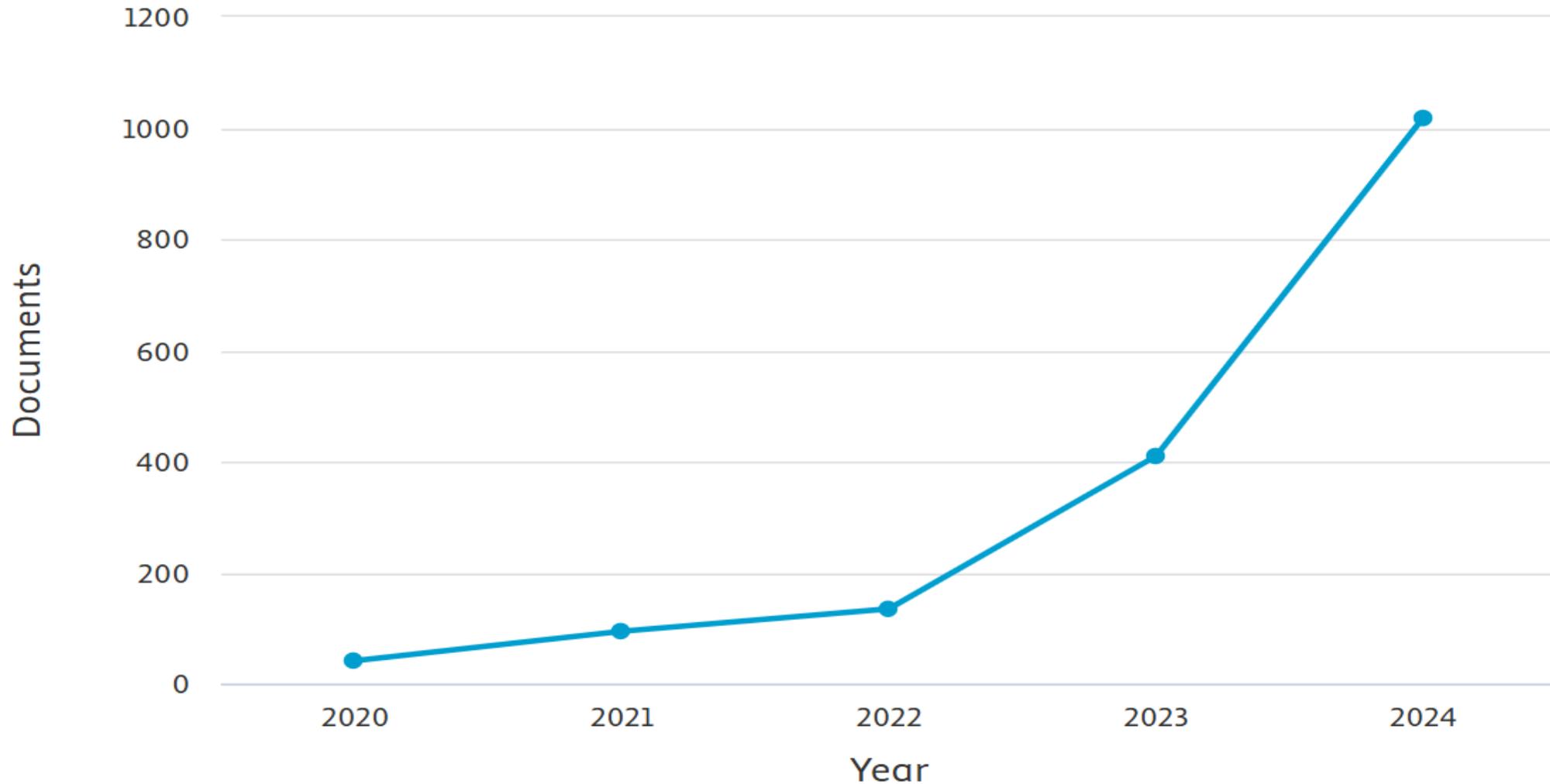
Key Factors Influencing Adoption:

- Technological readiness.
- Institutional culture and leadership support.
- Perceived benefits and risks.

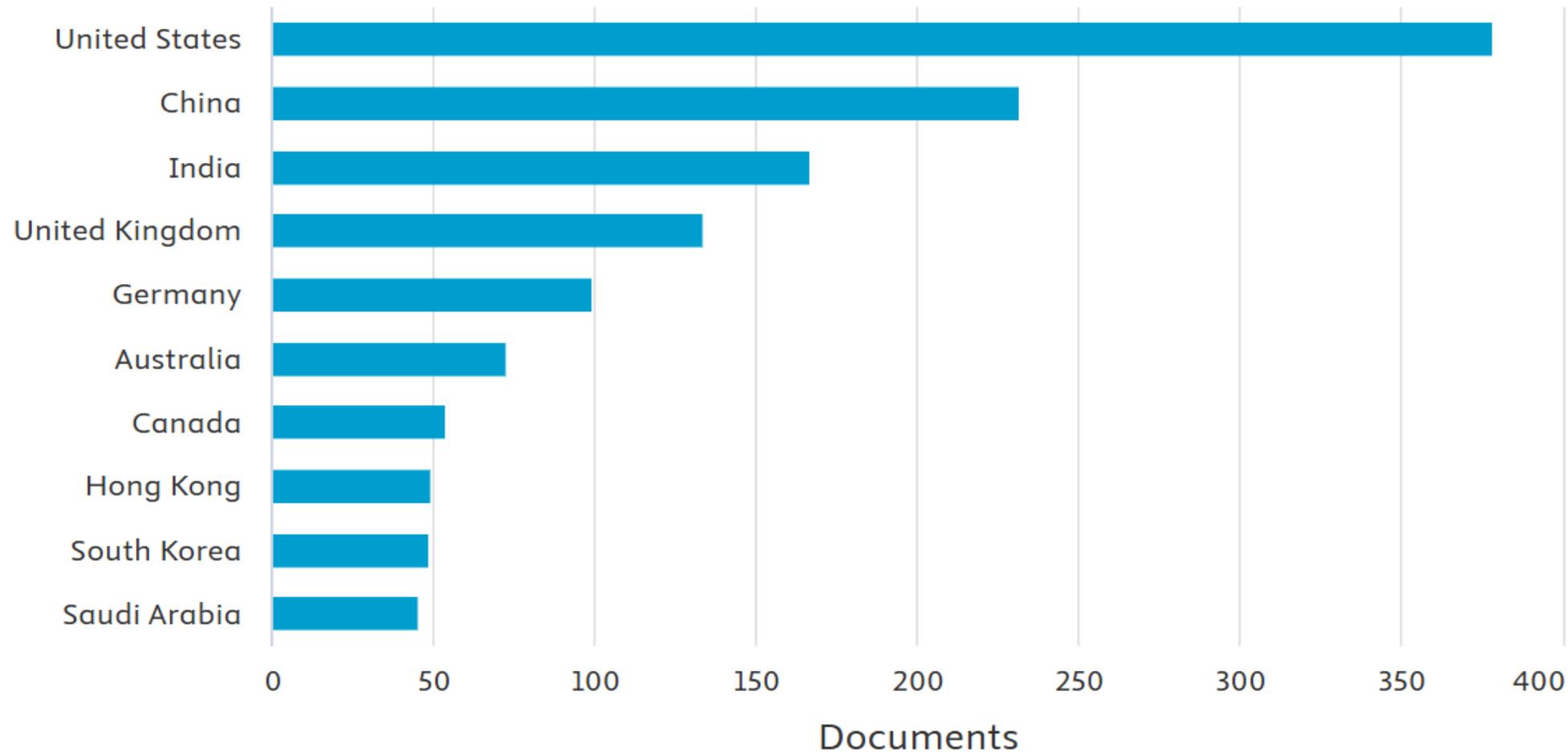
AI in education Research Publications.



Documents by year

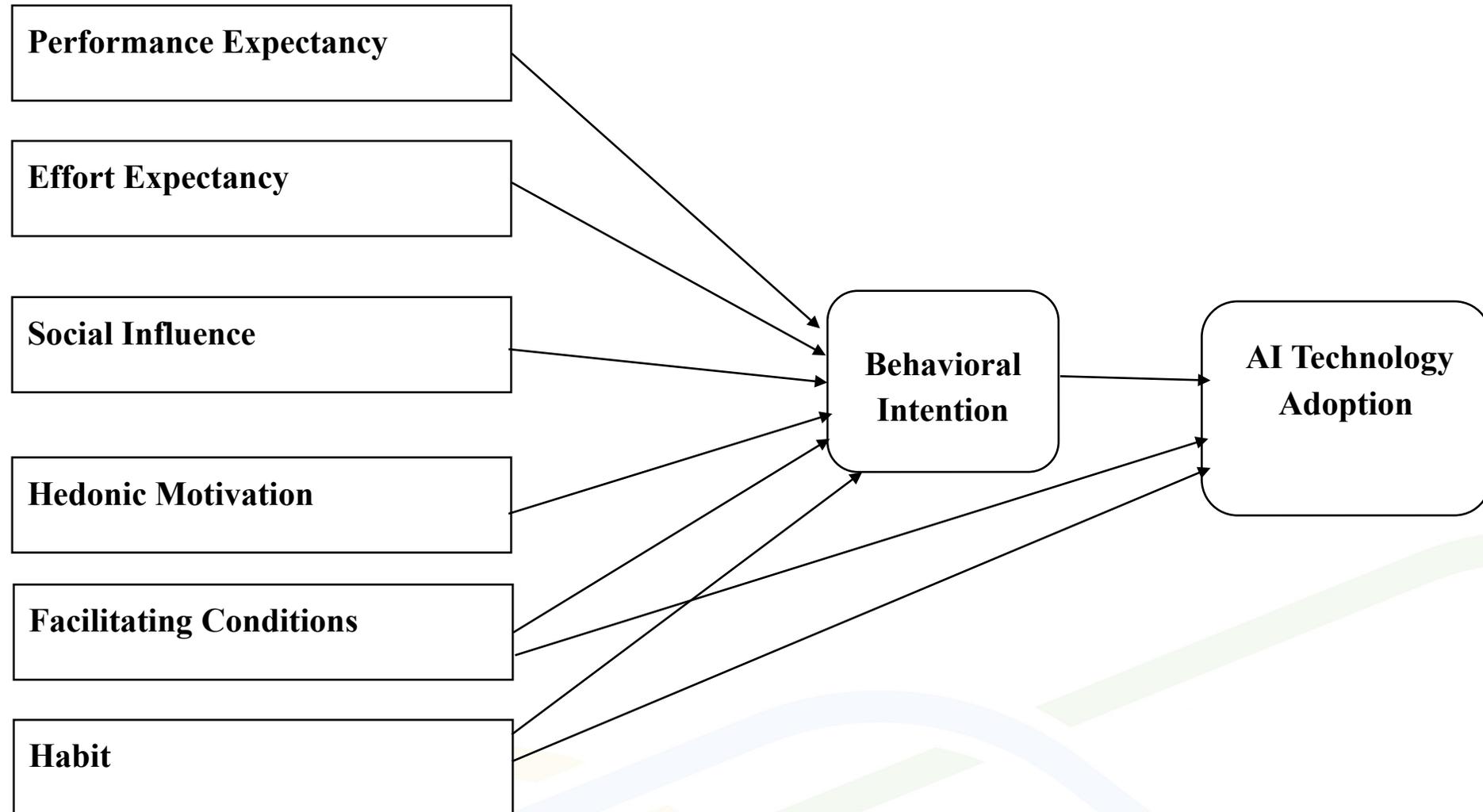


Documents by country or territory





Proposed Research Model



Key Factors Identified:



Performance Expectancy (PE):

AI's potential to improve the efficiency and effectiveness of the admissions process.



Effort Expectancy (EE):

The ease of use of AI technologies, including user-friendly interfaces and system integration.



Social Influence (SI):

The impact of peers, faculty, and stakeholders on AI adoption in admissions.



Facilitating Conditions (FC):

Availability of resources, support, and infrastructure for AI implementation.



Hedonic Motivation (HM):

The enjoyment and satisfaction derived from using AI tools in the admissions process.

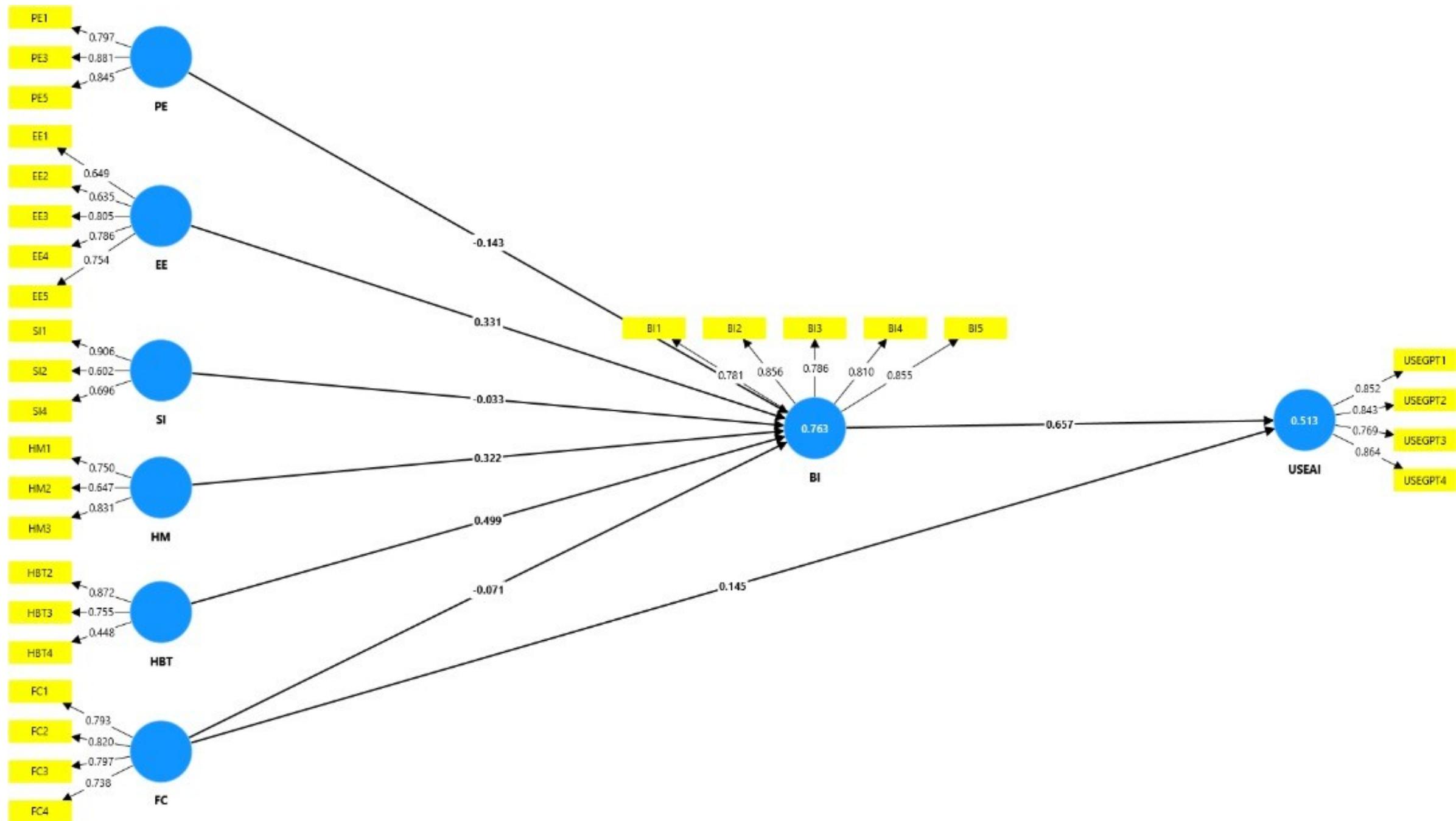


Habit (HT):

The degree to which AI usage becomes routine, encouraging continued adoption.

Result and findings (Demographic Profile)

Table 1: Demographics of the study			
Distribution		Frequency	Percentage (%)
Gender	Male	163	79.9%
	Female	41	20.1%
204		100%	
Age	18-25 years	82	40.20%
	26-35 years	79	38.73%
	36-40 years	27	13.24%
	41-49 years	12	5.88%
	>50	4	1.96%
204		100%	
	Staff	81	1.47%
	Student	123	38.24%
204		100%	
Level of AI skills	Basic Level	63	30.88%
	Intermediate level	97	47.55%
	Advanced Level	44	21.57%
204		100%	



Conclusion



The findings reveal that **Effort Expectancy (EE)**, **Habit (HBT)**, **Hedonic Motivation (HM)**, **Facilitating Conditions (FC)**, and **Behavioral Intention (BI)** significantly influence AI adoption, while **Social Influence (SI)** has no significant impact.



Habit and Behavioral Intention emerged as the strongest predictors of AI usage for improving admissions efficiency.

Recommendations

01

Develop a clear AI adoption strategy.

02

Invest in training and capacity-building programs.

03

Establish ethical guidelines for AI use.

04

Develop user-friendly AI tools and integrate systems seamlessly

Thanks



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