

Perception of Administrative Sciences Undergraduates in Medellín on Data Analysis Tools: A TAM-Based Study

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Abstract:

This study evaluates the perception of 560 undergraduate students in administrative sciences programs across Medellín, Colombia, regarding the adoption of data analysis tools using the Technology Acceptance Model (TAM). Key constructs included perceived usefulness (PU), perceived ease of use (PEOU), institutional support, and labor market relevance. Statistical analyses (chi-square tests, regression models) revealed significant relationships between institutional resources, perceived preparedness, and students' willingness to adopt these tools. Findings emphasize the need for curriculum alignment with labor market demands and enhanced institutional support to bridge skill gaps. Visualizations of enrollment trends, tool preferences, and regression outcomes provide actionable insights for academic policymakers.

Keywords:

Data analysis, TAM, administrative education, institutional support, labor market alignment.