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PROFESSIONAL PREDICTIONS FOR ADJUSTMENTS IN LIGHT OF THE NEW CLOUD COMPUTING CONTROL PARADIGM

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Abstract

As a means of staying competitive in today's business environment, many companies are debating how to boost IT efficiency while cutting costs. The most current paradigm in IT resource optimization is called "Cloud Computing," and it treats "everything as a service" and acquires these services through the Cloud as opposed to owning and managing hardware and software assets (Internet). This study proposes and explores the cloud computing model by looking at how various cloud computing factors (through the TAM model) affect the likelihood that professionals would use cloud services in the near future. After the interviews were transcribed and grouped into nodes using the NVIVO tool, we used interviewee quotations to produce study-relevant themes. Four components of the TAM model were used as independent variables in a Discriminant Analysis run in SPSS, allowing for forecasts of cloud computing service usage to be created. Our findings suggest that security, attitude, and usefulness are more important predictors of cloud computing service adoption than convenience. This study might be useful for businesses considering the use of cloud computing services, and cloud computing service providers could utilize it as a springboard for creating innovative new approaches.

Keywords: Cloud computing, Data centers, Security, Network, Infrastructure

Introduction

To increase profitability and competitiveness, businesses and other organizations today need to reduce IT costs while simultaneously increasing efficiency and adaptability to process changes. Businesses who are considering a "everything as a service" model should consider cloud computing as the latest paradigm for delivering IT services. These services are often hosted by a Cloud service provider and made accessible to customers over the World Wide Web. This is in contrast to the conventional IT system, in which businesses maintain independent control over their own servers, networks, and other components of the information technology stack. Despite the model's apparent benefits, there are still issues that need to be resolved before organizations throughout the world can fully embrace Cloud Computing.

In particular, "cloud computing is a pay-per-use model for enabling available, convenient, on-demand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications, services) that can be rapidly provisioned, released, and scaled up or down with minimal management effort or service provider interaction," as defined by Wikipedia. Interest in Cloud Computing among both consumers and enterprises soared between 2004 and 2011; it has since tapered off, but is still on the rise in 2012. This study lends credence to the idea that the model is maturing.

Over the last several years, Cloud Computing has seen significant growth. The phrase "cloud computing" is used to describe the practice of providing resources like computer processing power, data storage space, and application server access via the internet to customers. Some of the most well-known Cloud service providers today include Amazon, Google, IBM, Microsoft, Salesforce, and many more. The need to secure private data will increase as more companies move their operations to the cloud. Important concerns for Cloud Computing include data security, data protection, and data processing. Here, we'll describe the two main states your data occupies in the Cloud: in transit, when it's being sent from one place to another, and at rest, when it's not being actively used and is thus safer.

Literature review

Almurisi, (2022) To address these challenges, this research looks at a low-cost option using Cloud Computing and Virtualization Techniques. Virtualization allows for the virtualization and sharing of resources across programs; cloud computing provides scalable processing power and massive quantities of data storage. With the help of a cloud-based virtualization environment and the Internet of Things (IoT)-enabled wireless sensor network (WSN), we can eliminate the drawbacks of conventional networks and speed up the development of new, innovative applications. This article also takes a look at the latest innovations in cloud computing, virtualization techniques, and the Internet of Things-Wide Area Network. The basics, operational lifespan, and benefits and downsides of the Sensor-Cloud paradigm are discussed, and we show how sensor networks may be integrated with Cloud-based virtualization.

Li, Yun & Yu, Manzhu (2019) Big data, a new paradigm, has developed to provide Digital Earth with unparalleled content and value. The storage, processing, analytics, visualization, sharing, and applications phases of managing big earth data present formidable obstacles because to their exponential growth and increasing heterogeneity. At around the same time, cloud computing arose to offer essential computational assistance for meeting these issues. This chapter provides an overview of the data sources, analytical methodologies, and data analysis architecture that make up Digital Earth, as well as a description of how cloud computing facilitates big data processing in the context of Digital Earth.

Ali, Zulqurnain&Gongbing (2018) In this research, we use TAM as a theoretical foundation to postulate how adopting cloud computing improves students' academic performance through their unique traits and the knowledge management paradigm. This survey-based research enlisted the participation of 322 college students with extensive experience with cloud-based services (G-mail, G-drive, and WhatsApp). By using structural equation modeling in AMOS 24.0, we were able to verify the validity of the suggested model and its underlying linkages. We use the TAM to investigate the relationship between the aspects of knowledge management and student performance in the cloud computing environment. The findings show a positive correlation between perceived utility and information sharing, learnability, and application. Perceived self-efficacy and satisfaction can contribute to improved perceptions of usability. To add, cloud computing's perceived utility and simplicity of use significantly impact its acceptance, which in turn favorably enhances students' academic achievement.

Hung, Yu-Hsin. (2019). Researchers and professionals alike have shown a great deal of interest in the potential of cloud computing in a wide range of fields. This research examined 3,697 articles pertaining to cloud computing between 2010 and 2019 in order to examine the specialized tendencies of new cloud computing technologies. The results point to intelligence and automation as the primary concerns that motivate cloud computing studies. Critical review, system design, and systematic analysis are the three basic approaches to research. Big data,

analytical technologies, service orientation, and the Internet of Things are all interconnected with the many cloud computing service models More than 90% accuracy and AUC were achieved when machine-learning algorithms were used to an analysis of data from the fields of education, logistics, and manufacturing in this research. Machine-learning models were configured and reviewed in this study using third-party cloud platforms, which are infinitely scalable and flexible for data analytics, allowing users to make quicker predictions and decisions centered on business needs. This research was conducted using a variety of devices, including laptops, tablets, and smartphones.

Alharbi, Fawaz& Atkins (2016) In this study, we analyze and identify the elements that will determine the rate of Cloud Computing adoption in Saudi healthcare institutions. In order to provide a comprehensive assessment of the factors that influence healthcare organizations' decisions to adopt Cloud Computing, this research combines the Technology-Organization-Environment (TOE) framework with the Information System Strategic Triangle (IS Triangle) and the Human-Organization-Technology (HOT) fit model. The research concluded that the Business viewpoint is the most critical, followed by the Technology, Organizational, and Environmental views, and lastly the Human perspective. Soft financial analysis, relative advantage, hard financial analysis, attitude toward change, and pressure from partners in the business ecosystem were shown to be the five most critical elements impacting the adoption of Cloud Computing in this setting. With the use of interviews with practitioners and researchers, this study pinpoints the most important considerations when deciding whether or not to utilize Cloud Computing in Saudi healthcare.

RESEARCH METHODOLOGY

Based on the scale developed by Venkatesh, Morris, and Davis (2003) for their seminal study on the UTAUT, TA conducted its own poll. There are 18 five-point scale questions in the questionnaire that measure different factors. Anchored after strongly disagreeing to strongly agreeing on the Likert scale. Independent variables included four aspects of cloud computing relevant to the TAM model: perceived ease of use, perceived value, perceived security, and perceived attitude. Saw confidence was calculated using 5 factors, saw worth was calculated using 4, saw convenience was calculated using 4, and saw safety was calculated using 5. Since we need to provide descriptive explanations for the phenomena of cloud computing in a number of settings, an inductive method was used to create the theoretical model and propositions in this work. Interviews were performed and recorded when the sample size and study population were determined. The next stage is to transcribe the data and analyze it for theory building in the context of cloud computing. The problems with this new technology were outlined, and a summary of the relevant literature was provided. The purpose of this research is exploratory, looking at the many uses and advantages of cloud computing. Five hundred sixty-five respondents from one hundred and thirty-nine different firms were surveyed using the nonprobability judgmental inspection method. Cronbach's alpha for the whole TAM model's four components comes in at 0.74, indicating high internal consistency; this means that the survey may be trusted.

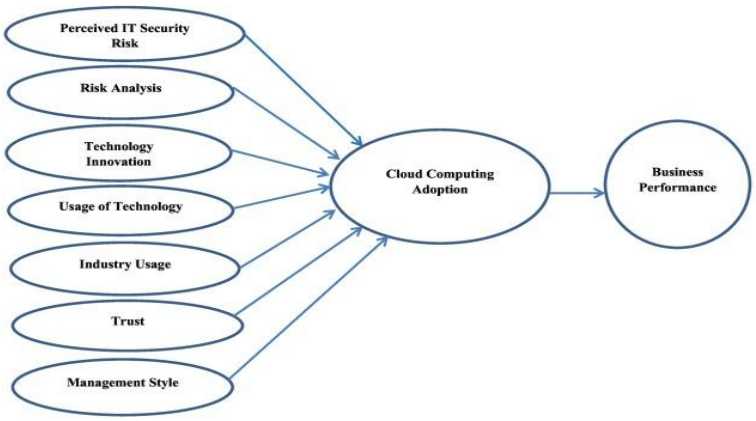
RESULTS AND DISCUSSION

SPSS Statistics 16.0's entry method for discriminant analysis was used to further categorize the data. The data was split into two halves, with the first accounting for 80% and the second for 20%. In this case, we looked at 452 observations, or 80% of the dataset, to draw conclusions, and 113 observations, or 20% of the dataset, to evaluate how well the model performed.

Environmental Factors

Organizations are being prompted to embrace the new cloud computing trend by a number of environmental events, including pressure from competitors and trade partners. The competitive pressure that arises from rival businesses operating in the same market. In today's increasingly competitive global marketplace, businesses are always looking for new and better ways to differentiate themselves from the competition. The term "trade partner pressure" is used to describe the intangible force exerted on a company by its business partners, particularly those with whom the company regularly transacts business. Sometimes businesses rely on their suppliers to help them fix problems with implementation and keep their technical resources up to date. Not unexpectedly, demands from strong partners (ones that create a high percentage of sales or a large proportion of the firm's earnings) are a crucial component in acceptance of particular innovation, as stated by Wang, Wang, and Yang (2010) (p.808). The push to embrace cloud computing comes from trading partners who are worried about the infrastructure and adoption patterns of their suppliers.

Below, in Figure 3, are some examples of the organizational, technological, and environmental elements found in the research.



After collection of data, all the interviews were imported into NVivo software as one of our key resources for study. The interviews were coded using NVivo's line-by-line coding feature. In the first step, we compared one data unit to many additional data units to identify characteristics shared by the data. Those characteristics were codenamed so that they could be sorted in a systematic manner. In the second phase, the process of refining the codes took place. The next step was to define the connection between the codes. A new proposition is formulated once a set

of constructions and ideas have been categorized, collected, and connected. Arguments are made using statements made by the corporation itself as examples.

Data transcription, summarization, unitization, selective coding, categorization, and theory formalization are all part of the in-depth study. The following variables (listed in Table 1) were investigated at this stage of the process:

Table 1. Themes Emerged from qualitative analysis.

No.	Factors Explored (Themes)	Frequency
1.	Awareness of technology	02
2.	Electricity short fall	01
3.	Licensing	03
4.	User training	01
5.	Documents Collaboration	03
6.	Remote Access	04
7.	Storage	16
8.	Back up	02
9.	Ease of use	02
10.	Data Recovery Tool	03
11.	Online Games	02
12.	Social Media	02
13.	Customer Relationship Management	03
14.	Knowledge Management	01

Table 2's mean quality from accumulated data show a clear discrepancy between each indication. Convenience, comfort, safety, and attitude are all addressed in equally innovative ways by both sides. Another table, the Tests of Fairness of Group Means Table, has shown a similar connection between the four indicators, all of which have a statistically significant difference from one another.

Table 2. Mean Values, Test of Equality of Group Means

			Wilks' Lambda	F	df1	df2	Sig.
Ease of Use	16.94	16.67	.995	2.055	1	450	.152
Usefulness	14.84	10.48	.701	191.551	1	450	.000
Attitude	19.01	11.32	.446	558.638	1	450	.000
Security	19.78	12.06	.457	533.800	1	450	.000

Here, an approved correlation of 0.810 (refer to Table3) indicates that the model explains 65.6% (the square of the allowed correlation) of the variation in the sample variable. In our findings, a reasonably wonderful examination is portrayed by a high level of esteem.

Table 3. Eigenvalues and Correlation

Function	Eigenvalue	% Of Variance	Cumulative %	Canonical Correlation
1	1.909[a]	100.0	100.0	.810

a. First 1 canonical discriminant functions were used in the analysis.

The significance of Wilks' lambda in discriminant analysis. Table 4 shows a tremendous capacity (p =.000, which is under.05, n we accept the Worthless Hypothesis). The best way to fix Wilks' lambda at the well is to pull it down.

Table 4.Wilks' Lambda

Test of Function(s)		Wilks' Lambda	Chi-square	df	Sig
1		.344	478.403	4	.000

In addition, we considered the 80% probability precision quantities for the holdout test and found that it is a reasonable estimate. Prior Likelihoods for Sets shows that the two groups had a.56 and.44 extent of the 452 examples reused as an example to get the discriminant ideal, respectively.

By adding the squares of the extents of the examples represented by each group, we obtain a value for the relative shot principles for surveying section fit of 0.50 (0.56*0.56+0.44*0.44=0.50). The benchmark to employ for comparing the sections' exactness is 1.25 x 0.50= 0.625, or 62.5%, given the requirement that section accuracy be 25% better than the shot criterion. Our section accuracy percentage of 96.5% is higher than the industry standard.

The greatest number of bags in the largest group, 0.56 in this case, is used under the most stringent shooting guidelines. Model accuracy must be at least 25% better than chance principles, thus we can use this difference to get an approximate accuracy for this section: 1.25 x 0.56 = 0.70, or 70%. With an accuracy of 96.5 percent, our model is more precise than average.

Table 5. Classification Results[a, b]

			Intention	Predicted Group Membership		
			n	1	2	Total
Cases Selected	Original	Count	1	239	15	254
			2	22	176	198
		%	1	94.1	5.9	100.0
			2	11.1	88.9	100.0
Cases Not Selected	Original	Count	1	72	1	73
			2	3	37	40
		%	1	98.6	1.4	100.0
			2	7.5	92.5	100.0

a. 91.8% of selected original grouped cases correctly classified.

b. 96.5% of unselected original grouped cases correctly classified.

Predictive accuracy for the inquiry test was 91.8%, and for the holdout test it was 96.5%, as shown in the order table 5. The characteristics show that the holdout test's hit percentage of 96.5 percent is higher than the two highest relative probability values for n. Press Q insights are also used to determine the accuracy of the prediction, with the press Q equation being:

$$\text{Press Q} = \frac{(\text{N}-\text{n}*\text{k})^2}{N*(k-1)}$$

Replacing the qualities for this issue (all out unselected 113 cases, 109 right groupings, and 2 gatherings), we get press Q = [113 - (109 x 2)] ^ 2/113 * (2 - 1) = 97.56. This esteem surpasses the basic Chi-square esteem 6.64 with a level of opportunity one. In this way, we reason that the forecast exactness is more prominent than that normal by some coincidence. By every one of the three principles, we must translate a precision above than anticipated by some coincidence. Hence, this is an important or helpful model that bolsters expectations of the needy mutable (Table 6).

Table 6. Comparison of the goodness of results

Measure	Value	Hit ratio - holdout sample
Maximum chance	0.56	96.5
Proportional chance	0.50	96.5
Comparison with Hair et al. (2010) 1.25 times higher than chance	1.25* 0.50= .625; 1.25*0.56=.70	
Press Q table value	6.64	
Press Q calculated value	97.56**	

**p<0.01

In our examination, mentality is positioned first with the most noteworthy stacking of 0.806 pursued by security with the stacking of 0.788. The contentions above are bolstered by the outcomes known in

Table 7. Discriminant function coefficients

Independent variable	Unstandardized Canonical Discriminant Function Coefficients	Standardized Canonical Discriminant Function Coefficients	Discriminant loading (rank) Structure matrix	Univariate F ratio	Sig
Ease of Use	.004	.007	0.049(4)	2.055	0.152
Usefulness	.034	.111	0.472(3)	191.551	0.00**
Attitude	.175	.599	0.806(1)	558.638	0.00**
Security	.167	.588	0.788(2)	533.800	0.00*
(Constant	-5.962				

p <0.01

In this examination, we have:

D = (0.034 X Usefulness) + (0.004 X Ease of Use) + (.175 X Attitude) + (0.167 X Security) + (-5.962)

The training's foundational Attitude, Security, and Usefulness F values were 558.638, 533.800, and 191.551, respectively, with $p<0.01$. (Denote table 7). As a result, we get H1, H2, and H4, which proves that Concerns About Security, Positive Attitude Towards Cloud Computing, and Satisfaction with Cloud Services Are Strong Predictors of Future Cloud Adoption. Our findings show that Comfort of Use is not a reliable predictor of retention in the use of cloud computing services (H3).

V. CONCLUSION

According to the results of our research, simplicity of use will not be a factor in deciding the future adoption of cloud computing services. Since cloud services are not drastically different from regular computer usage, the result appears apparent. Given that almost everyone in the modern world has access to a computer, this factor can no longer be ignored.

Organizations interested in implementing cloud computing services may benefit from this research, and cloud computing service providers can use it as a foundation for developing effective strategies.

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