Studing The Factors Associated with E-learning in Rasht Business Companies, Based on Khan's Framework

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Abstract: Developing countries are in the process of passing through the traditional production process and achieving mass production. Above all, industrial organizations and factories, due to lack of staff time and the need to adapt to global change, require new training and familiarity with the modern world through Learning is electronic. The two areas of curriculum and staff training more than other areas have benefited concepts related to e-learning. This research focuses specifically on e-learning in companies. The purpose of this study was to study the factors related to electronic learning in the commercial companies of Rasht city and the locations of these companies based on the framework of Khan (Khan) framework. This research is a descriptive-correlational one in terms of the purpose of the applied method. The statistical population is the commercial companies of Rasht, which received the electronic trust e-commerce certificate the Ministry of Industry, Mine and Trade, with a total of 140 companies. Be The sampling method in this research was simple random and according to the limited community and Cochran formula, 103 companies were considered as suitable volumes for the statistical sample. Because of the possibility of not returning some of the questionnaires, 130 questionnaires were distributed among managers and experts of ed commercial companies. Finally, 110 questionnaires (85% return rate) were analyzed. Data analysis was performed using SPSS software. As analyzes such as describing the demographic characteristics of the respondents and describing the main variables of the research using indicators such as percentage frequency, mean, standard deviation ..., and determining the normal distribution of the variables of the research using the Kolmogorov test - Ismarnov and determining the correlation between the variables of research using Pearson correlation test, and finally, the research hypotheses were analyzed using multiple

regression analysis using SPSS software. Key words: e-learning, business, Khan (Khan) framework.

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