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## **FACTORS THAT INFLUENCE INSTRUCTOR'S DECISION TO INCORPORATE TECHNOLOGY INTO EDUCATIONAL PROCESS**

**The purpose** of the paper is to define the basic technological factors that can affect the learning process.

**Research.** Technology has changed the way instruction is delivered in institutes and universities due to the circumstances we have to live in nowadays, especially in terms of online education. According to a recent research, at least two-thirds of all higher educational establishments propose different distance courses and workshops to keep competitiveness among other institutions of higher learning and meet various student's demands in the framework of modern challenges. Universities are providing instruction with the instruments essential to implement technology and provide online environment.

### **Internal Factors that can affect instructor's decision.**

The most common *internal factors* that influence an instructor's decision to incorporate technology in teaching are competence, personal beliefs and preferences, behavioral component of prejudice and fears. The decision to apply new methods into instruction is also accompanied by instructor's self-evaluation as a professional teacher.

### **External Factors that can affect instructor's decision.**

*External factors* incorporate age and gender of students' demographics, specifically age and gender, class size, and institutional support. When faculty members use technology, the following basic external demographics factors as age and gender, that can affect the learning process, should be taken into account. The case is that these members of the process of education may suffer from the inefficient knowledge or training that are essential to apply technology. This can provoke competency problems older students.

**Conclusion.** Successful application of technology, accompanied by distance educational programs and instructions, into the curriculum is a multifaceted task for higher educational establishments. Various factors, namely, internal and external ones, can affect instructors' implementation of technology in the learning process.