

# **Abstract**

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Adopting e-learning in Egypt with population, over 80 million, needs clear understanding of the students' characteristics, perception, and cultural aspects. The large number of students per class in higher education in Egypt has highlighted the role of and the need for e-learning. This paper will focus on the Egyptian students as the customer in the e-learning process. It will try to identify the students' education preference, perception regarding e-learning mode effectiveness, and their e-readiness to its adoption by answering 'What is the preference of the Egyptian students' regarding HE mode in Egypt?' and 'What is the students perception regarding the effectiveness of e-learning as a higher education mode of learning in Egypt?' A structured questionnaire was designed to target higher education students in main two cities in Egypt. Data collected was statistically analyzed using Statistical Packages for the Social Sciences. Findings enabled the researchers to make conclusions and recommendations regarding e-learning implementation in Egypt.