

Date: 22/12/2025

To Whom It May Concern

Subject: Ethical Approval Exemption Statement

This is to certify that the study titled **"Understanding Continuance Intention Towards E-Learning Platforms: A Structural Model Based on Expectation Confirmation and Individual Innovativeness"** involved voluntary participation through an anonymous online survey conducted among adult users of e-learning platforms in higher education institutions.

The study did not collect any personally identifiable or sensitive personal information from participants. Participation was entirely voluntary, and respondents were informed about the purpose of the research prior to completing the questionnaire.

In accordance with the institutional research guidelines of SRM Institute of Science and Technology, Chennai, Tamilnadu, India social science research involving anonymous survey data from adult participants that does not collect personally identifiable or sensitive information and poses minimal risk may be exempt from formal ethical review. Accordingly, the present study qualifies for exemption from formal ethical approval requirements.

All procedures performed in this study were conducted in accordance with internationally accepted ethical standards for research involving human participants, including the principles outlined in the Declaration of Helsinki.

Informed consent was obtained through implied consent, whereby participants voluntarily proceeded with the online questionnaire after being informed about the study, its purpose, voluntary nature, assurance of anonymity, and their right to withdraw at any time.

Sincerely,



22/12/2025

Dr. Venkatesan D.
Assistant Professor
Department of Commerce
Assistant Professor and Research Supervisor
SRM Institute of Science and Technology
Department of Commerce, Chennai-600 026.

Faculty of Science and Humanities
SRM Institute of Science & Technology
Vadapalani Campus
Chennai, India.