

**WOMEN ENTREPRENEUR'S ATTITUDE TOWARD DIGITAL
TRANSFORMATION IN SMALL AND MEDIUM-SIZED
ENTERPRISES: MEDIATING ROLE OF DIGITAL
CAPABILITIES**



By:

MISS. SANTHIRAKUMAR JATHURSANA

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ABSTRACT

The Covid-19 pandemic has imposed the government to provide a mass restriction policy, and businesses respond to this issue by adopting technology and social media marketing. In general, some believe that women are more focused on home-grown, humble children, so we need to talk about Women entrepreneurs and their adoption of digital Capability. Many researchers fail to notice that entrepreneurs are embracing digital Capability. This study, therefore, bridges this gap through Attitude of women entrepreneurs who adopt digital Capability given the impact of socio-cultural on women entrepreneurs. Women entrepreneurs are not equaled before the promises of digitalization. Today, successful entrepreneurship also requires digital skills along with the drive for innovation. However, the ease and usefulness provided by entrepreneurs may lead to potential problems related to Digital Transformation and mediating connection of digital capability.

This research is women entrepreneur's attitude toward digital transformation in small and medium-sized enterprises: mediating role of digital capabilities. Perceived usefulness and perceived ease of use are including into Women entrepreneur's attitude. Using quantitative methods, the researcher studies a sample of 200 respondents. In this study, the statistical tools that used to analyze the levels of variables are mean and SD values, while relationships were measured by Pearson coefficients and linear regressions for further mediation analyses. Moreover, the result shows significant positive associations among all the variables. The study highlights that perceived usefulness, perceived ease of use and willingness to change significantly impact digital transformation for the SMEs of Kaluwanchikudy divisions. The study also highlights that the mediating has significant impacts on the relationships between corporate digital transformation and its predictors.

Key words: Perceived Usefulness, Perceived Ease of use, Digital Transformation, Digital Capability

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