

**PERCEIVED EFFECTIVENESS OF DIGITAL
ENTREPRENEURSHIP OF SMALL AND MEDIUM
ENTERPRISES (SMES) IN SRI LANKA WITH SPECIAL
REFERENCE TO KURUNEGALA DISTRICT.**



By:

NARAYANA MUDIYANSELAGE PASINDU TIRANTHA

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ABSTRACT

In the present world, the usage of digital technology in each and every field is usual and it has become a must in one side. So in the field of business, specially small and medium scale business ventures are launching their activities to become digital. But the problem is the absence of proper guidance both internally and externally to the businesses to use novel digital technologies. They are in fear of using it and cannot manage it properly. So due to that, I tend to do this research on "Perceived effectiveness of digital entrepreneurship of small and medium enterprises (SMEs) in Sri Lanka with special reference to Kurunegala district." to share the experience of doers among the non-doers.

Conceptual model is developed based on reviewing literature. The study has been developed by the researcher based on the Conference papers of Ninth Annual Conference of the EuroMed Academy of Business, European commission had presented a conceptual framework for the concept Digital entrepreneurship as the five pillars of digital entrepreneurship. Those are Digital knowledge base and ICT market, Digital business environment, Digital access to finance, Digital skills and e-leadership, and Entrepreneurial Culture. As per their studies, the researcher has included digital entrepreneurship dimensions as Digital knowledge base and ICT market, Digital business environment, Digital access to finance and Digital skills and e-leadership. Primary data that has been used for the study were obtained from SME owners in Kurunegala District. Convenient sampling method was used to obtain 100 responses of SMEs. The collected data has been analyzed by using descriptive statistics.

Based on the findings of the study, it concludes that all the digital entrepreneurship dimensions are at a higher level. Out of the dimensions of the digital entrepreneurship, digital knowledge base and ICT markets and digital skills and E - Leadership are relatively important in predicting the perceived effectiveness of digital entrepreneurship.

Keywords: Digital entrepreneurship, Digital knowledge base and ICT market, Digital business environment, Digital access to finance, Digital skills and e-leadership.

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