Internet Adoption in SMEs in Sri Lanka

Sudarshani, P.E.¹ and Perera, H.A.P.L.²

evonalawaththa@gmail.com¹, prabathperera@kln.ac.lk²

The growth of information technology in the business world is spreading at a phenomenal rate. The uses of the internet for e-commerce purposes have seen a high increase due to growth in websites for commercial purposes. The success of a business organization stands at the usage of IT in their business. This paper aims to investigate empirically the decision of small and medium sized enterprises (SMEs) to adopt the internet in their business. This study investigates the major determining factors for e-commerce adoption in Srilankan SMEs. The data were collected using a standard questionnaire. SPSS software was used for analysis purpose. Analysis were carried out to investigate the adoption of Internet in Sri Lankan SMEs. The results show that knowledge of English language, Technical compatibility, perceive benefits and cost of web adoption have significant relationships with internet adoption, the results of the study of highly educated managers of SMEs also exposure a non-significant relationship between innovation adoption tendency and adoption of internet. This study provides more understanding of manager’s perceptions about internet adoption on their businesses. Those in promoting the web may find these results helpful in guiding their efforts.

Keywords: Internet adoption, Small and Medium-sized Enterprises, Sri Lanka