The Impact of Technology Readiness, Computer Literacy, Perceived Benefits, and Ease of Use on Entry Level Accounting Professionals In-Role Technology Adoption: Evidence from Final Year Undergraduates in Western Province in Sri Lanka

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Abstract

This research explores the changing landscape of entry level accountants and how they adapt to technologies, in their roles. With rapid technological advancements shaping the accounting industry, this study examines factors like readiness for technology computer skills, perceived benefits and ease of use to shed light on the challenges and opportunities faced by these professionals. Given the shift in business practices where technology plays a role in accounting, it is essential for entry-level professionals to continuously update their skills. This investigation emphasizes the importance of embracing technology within their roles, including tools like accounting software, enterprise resource planning systems and financial modelling tools. By considering factors such as technology readiness, computer skills, perceived benefits and ease of use as influencers in adopting technologies at work this research helps fill empirical and contextual gaps. Specifically focusing on entry-level accountants in Sri Lanka's Western Province, this study uses an approach and quantitative methods to survey final-year undergraduates and understand their readiness levels, skills and perceptions. The significance of this study lies in its insights that encourage institutions and businesses to align training programs with the ever-evolving technological landscape. The research findings offer an insight into the connection between being prepared for technology advancements and the future paths of entry-level accountants. The study sheds light on how we can develop a group of professionals who possess not only knowledge but also the essential technological skills needed to thrive in the digital age.

Keywords: Technology Readiness, Computer Literacy, Perceived Benefit, Perceived Ease of Use, In-role Technology Adoption.