

An assessment of obstacles to technology driven business transformation in the agro based organizations in the Eastern province of Sri Lanka.

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ABSTRACT

Transformation and change are critical issues for most organizations.. Business transformation is a change management strategy which has the aim to align People, Process and Technology initiatives of a business organisation more clearly with its business strategy and vision.

Sri Lanka's Northern and Eastern provinces which are recovering rapidly from the effects of war are identified as newly developing provinces. Agricultural sector is an important sector contributing to the economy of the eastern province. In the face of increased competition in domestic and international markets, small and medium sized farms and agribusinesses are in need of a transformation. Technology facilitates competitiveness and growth through product development, expanded business opportunities, and niche market creation.

However, many technological innovations are not efficiently transferred and commercialized due to various bottlenecks such as slow technological transfer, adoption, and commercialization rates.

This paper critically analyses the literature on how small businesses in the developing countries have used technology as a means for the transformation of small businesses in rural areas to meet the current competition. It will draw parallels for the agribusiness industry in the eastern province of Sri Lanka with a view of identifying a model suitable for the transformation of the agri-business in the Eastern Province of Sri Lanka and assess the current obstacles in achieving the transformation objectives..

Key words: Business Transformation, **Sustainable** Development, Technology, Newly Developing Region.