

ICT as a tool for Business modernization: Understanding the ICT competence among Entrepreneurs & its impact on success of businesses

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Information and Communication Technologies (ICT) provide vast new opportunities for the field of commerce and trade in the Country. In a global context, effective use of ICT is an essential for the success of businesses especially in entrepreneurial sector. Entrepreneurs are extremely important to the Economy in any country whether it is developed or developing. The objective of this research was to understanding the ICT competence among Entrepreneurs & its impact on success of their businesses. The Research was carried out in Divisional Secretariat Matara district. This study was based on quantitative and qualitative strategy; it has employed both primary and secondary sources. Primary data were collected through semi-structured interviews, focus group discussion and direct observation. Semi-Structured interviews have been conducted for the selected sample entrepreneurs from the town which was selected by purposive sampling. Observation was also utilized to collect primary data concerning how the businesses operate and the extent of ICT application. Secondary data were collected through annual reports and journals which were published by the Matara District Chamber of Commerce (MDCC). The findings of the study showed that the level of ICT has positive relationship with success of their business. Most of the Entrepreneurs having ambitions of expanding their sales area; acknowledge that the benefits of implementing ICT, but for various reasons this meets different obstacles. These obstacles may vary from the level of knowledge of ICT, financial barriers, access and opportunities and educational background. This study found that the majority of entrepreneurs who are in the town area use ICT facilities to a certain extent, also the nature of the product or service and the level of the computer literacy & language barrier of the owner influence in the usage of ICT.

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