



Effectiveness of Using Digital Devices and Systems for the Digital Entrepreneurial Outcome

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Abstract

Digital entrepreneurship has become a key driver of business innovation and growth with the rapid development of information and communication technologies. Adapting digital systems has been of unprecedented prime interest to modern ventures. However, it has rarely been evaluated how far such platforms meet the expectations of entrepreneurs in delivering value-added services for organizational success. This study investigates the impact of digital devices and systems on digital entrepreneurial outcomes in Sri Lanka. Further, it examines how various digital tools - such as smartphones, cloud computing, and social media platforms - affect the performance and success of digital entrepreneurs. Primary data was collected from randomly selected 382 digital entrepreneurs and distributed through a self-structured questionnaire using a quantitative approach. Regression analysis was performed to test the effectiveness of digital technologies and entrepreneurial outcomes, including business growth, productivity, and market reach. The results demonstrated a strong positive impact between the usage of digital technologies and entrepreneurial success, providing valuable insights for entrepreneurs in optimizing the use of digital tools for business growth. The results deliver valuable insights into the effectiveness of digital devices and systems in enhancing entrepreneurial performance and inform future strategies for leveraging digital tools in the entrepreneurial ecosystem.

Keywords: Business growth, Digital Entrepreneurship, Digital Systems, Entrepreneurial Outcome

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