

How Digital Technology Adoption Impacts the Business Growth and Performance of Women Entrepreneurs in Emerging Markets.

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2. Problem Statement & Background to Research:

Digital technology adoption has an impact on the business growth and performance of women entrepreneurs in emerging markets. Despite the rapid growth of digital technologies and their proven ability to improve business performance, many women entrepreneurs in emerging markets continue to face barriers to adopting and effectively utilizing these tools. digital literacy, inadequate access to technology infrastructure, financial constraints, and socio-cultural barriers often hinder their ability to leverage digital platforms for business growth. Consequently, there is a significant gap in understanding how the adoption of digital technologies influences the business growth, productivity, and overall performance of women-led enterprises in emerging economies. This study seeks to examine the impact of digital technology adoption on the business growth and performance of women entrepreneurs, identifying the key factors that facilitate or prevent their digital transformation journey.

3. Practical Application of the study:

1. Assisting governments and development agencies in designing targeted digital empowerment programs and policies that support women entrepreneurs in emerging markets.
2. Need to encourage training initiatives that improve digital literacy, e-commerce skills, and technology management among women entrepreneurs.
3. Helping women entrepreneurs integrate digital tools to enhance productivity, marketing, customer engagement, and operational efficiency.
4. Accessing resource through guiding financial institutions and technology providers to create inclusive digital financing and support platforms tailored to women-led businesses.

4. Research Question, Aims & Objectives:

Research Question: Qualitative methodology is used for this research.

Aim:

This study examines how the adoption of digital technology influences the business growth and performance of women entrepreneurs in emerging markets.

Objectives:

- ☐ **To analyze** the level of digital technology adoption among women entrepreneurs in emerging markets.
- ☐ **To identify** the key factors that influence the adoption of digital technologies by women-led businesses.
- ☐ **To evaluate** the impact of digital technology adoption on business growth, profitability, and performance.
- ☐ **To explore** the challenges and barriers faced by women entrepreneurs in implementing digital technologies.
- ☐ **To recommend** strategies and policy measures that can enhance digital inclusion and support the sustainable growth of women entrepreneurs.

5. Literature Review & Rationale:

1. Digital Technologies: Enabling Environment for Women Entrepreneurs Sohima Anzak, Aneela Sultana, Mahwish Zeeshan, Russian Law Journal 11 (5S), 567-579, 2023: Women business owners play a significant role in the modern economy. This recent increase in women's participation in the entrepreneurial spheres is associated closely with adopting technology and growing e-commerce practices. It is the path to new employment opportunities and enhanced self-improvement, which effectively addresses a wide range of social and economic issues on a global scale.

2. Digital marketing strategies adopted by women entrepreneurs and its impact on business performance (In the context of micro and small enterprises) Reema Bhagat, Soundara R Rajan, Seema Sambargi International Journal of Management IT and Engineering 11 (4), 56-77, 2021

Purpose:-The purpose of this research study is to investigate how women entrepreneurs of micro and small enterprises are utilizing digital technologies for business marketing and what do they perceive about digitalization and adoption of digital marketing. The article aims at ascertaining the level of digital marketing adoption, DM channels, platforms and techniques employed by women entrepreneurs and how does digital marketing adoption affects their business performance and growth.

3. Factors affecting Women entrepreneurs' success: a study of small and medium-sized enterprises-A review. Ashlin Dsouza, Niyaz Panakaje, International Journal of Case Studies in Business, IT, and Education 7 (2), 51-89, 2023

Purpose: The economy has been booming drastically. Multiple studies stand as shreds of evidence for the incompetent level of entrepreneurs in modern times amongst the chauvinistic group of people showing affection towards 9 to 5 job dominance and upbringing. The study focuses on analyzing different factors contributing to the booming of business performances and studying the research gap in this context

4. Digital empowerment of women entrepreneurs in emerging markets: bridging the gender gap for environmental sustainability, Aidin Salamzadeh, Yashar Salamzadeh, Morteza Hadizadeh, International Journal of Organizational Analysis, 2025

Purpose: This study investigates the role of digital technology (DT) in empowering women entrepreneurs in emerging markets, with a specific focus on Iran's social and cultural context. This paper aims to explore the intersection of DT, gender and environmental sustainability.

5.Exploring Factors Shaping Digital Entrepreneurial Adoption and Women's Empowerment via Social Media. Haniruzila Hanifah, Zhang Jia Lun, Global Business & Management Research 16 (3), 2024

Purpose-This study focuses on social media and aims to explore the factors that influence digital entrepreneurial adoption and contribute to the empowerment of women in Malaysia. It examines the impact of digital creativity on various aspects of their businesses, identifies influencing factors, and suggests practical ways to help women entrepreneurs enhance their digital creativity in Malaysia

6.Research Methodology, Design & Justification:

This research paper uses the qualitative research methodology. Information analyses based on thematic analysis; grounded theory; case comparison.. Secondary data is one of the main source of this study. Many sources (World Bank, GEM, etc.) use standardized, peer-reviewed data collection methods. In this study made the comparative analysis also based on the data from different regions and demographic groups.

7.Reference list:

1.1.Digital Technologies: Enabling Environment for Women Entrepreneurs Sohima Anzak, Aneela Sultana, Mahwish Zeeshan, Russian Law Journal 11 (5S), 567-579, 2023

2.Digital marketing strategies adopted by women entrepreneurs and its impact on business performance (In the context of micro and small enterprises) Reema Bhagat, Soundara R Rajan, Seema Sambargi International Journal of Management IT and Engineering 11 (4), 56-77, 2021.

3. **Factors affecting Women entrepreneurs' success: a study of small and medium-sized enterprises-A review.** Ashlin Dsouza, Niyaz Panakaje, International Journal of Case Studies in Business, IT, and Education 7 (2), 51-89, 2023.

4.Digital empowerment of women entrepreneurs in emerging markets: bridging the gender gap for environmental sustainability, Aidin Salamzadeh, Yashar Salamzadeh, Morteza Hadizadeh, International Journal of Organizational Analysis, 2025.

5.Exploring Factors Shaping Digital Entrepreneurial Adoption and Women's Empowerment via Social Media. Haniruzila Hanifah, Zhang Jia Lun, Global Business & Management Research 16 (3), 2024.

8.Overall Presentation:

The topic is timely and significant, addressing a clear gap in the literature where gender, technology, and development intersect. Overall, the presentation of the research is coherent and persuasive, with well-articulated objectives, a clear rationale, and strong justification for the methodological approach. The study promises to contribute both to academic scholarship and to practical strategies for empowering women entrepreneurs in technology-driven economies.