
SME's digital selling adoption in times of multiple crises: what about Lebanese entrepreneurs' intention?

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Abstract

Stemming from the unified theory of acceptance and technology (UTAUT) this article tends to explore the role of both anxiety and psychological pressure to get fresh dollars (External pressure) in times of multiple crises as moderating factors of SME entrepreneurs' intention to adopt international digital selling. This study investigates the drivers and barriers aligned with the tendency of entrepreneurs to adopt international digital selling. We tested our hypotheses on a sample of 343 entrepreneurs in Lebanon. Results show that attitude positively mediates the relationship between effort expectancy/ facilitating conditions and intention to adopt international digital selling. However, performance expectancy was found to negatively influence attitudes and intentions to adopt international digital selling. On the contrary, the results obtained did not confirm the significance of anxiety to adopt international digital selling in moderation analyses. However, they confirmed the significance of the psychological pressure to get fresh dollars (External pressure) in times of multiple crises. We adopt the theory of unified theory of acceptance and technology to better comprehend and analyze the phenomena of entrepreneurs' intention to embrace international digital selling within SMEs in Lebanon in times of multiple crises, which has received little attention in the Lebanese context.

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