

Factors Affecting Intention to Adopt Digital Transformation in Government Higher Education Institutions: Evidence from Academics of a Selected State University in Sri Lanka

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Abstract

This study examines significant factors affecting the intention to adopt digital transformation at a selected Management Faculty of one of the state universities in Sri Lanka. The main objectives of this article are to identify the level and the factors affecting to intention to adopt digital transformation and to propose recommendations to enhance the intention to adopt digital transformation in a selected Management Faculty of one of the state universities in Sri Lanka. The study was conducted using quantitative research methods. The population was 194 academic staff; among them, 66 members were selected using a stratified random sampling method. A survey was conducted using a self-administered questionnaire and both descriptive and inferential statistics were used to analyze data. The study highlights social influence, facilitating conditions and the knowledge of digital transformation significantly affect in intention to adopt digital transformation. The results of this study offer valuable insight into the thinking patterns of academic staff and decision-making related to the intention of digital transformation adoption and can be used as a practical guide to improve digital transformation platforms and strategies. This admits certain limitations, including the omission of temporary assistant lecturers from the sample size and the potential effects of scholars' sabbatical absences. This study fills a gap in the literature focusing on the digital transformation of higher education and public service delivery in Sri Lanka. Conclusively, it lays a foundation for future research focusing on different geographic regions and also students' perspectives.

Keywords: *Awareness, Digital Transformation, Facilitating Conditions, Knowledge, Social Influence.*