

**ACQUISITION AND ADOPTION OF DIGITAL COMPETENCY  
AMONG WOMEN ENTREPRENEURS IN THE  
INFORMAL SECTOR**

**By**

**C.P. MARY TREASA  
(19PHCOF004)**

**Supervisor**

**Dr. P SANTHI**

**A Thesis submitted to  
Avinashilingam Institute for Home Science and  
Higher Education for Women  
Coimbatore – 641 043**

**In partial fulfilment of the requirements for the Degree of  
Doctor of Philosophy in Commerce**

**JULY 2025**

## **80\_Recommendations**

- Study on enhancing Performance Expectancy among Informal Women Entrepreneurs"
- Analysis of Technology Adoption: The Role of Effort Expectancy in Digital Competency in the Informal Sector
- Examination of Social Influence for Digital Empowerment of Women Entrepreneurs
- Study on Bridging Resource Gaps: Strategies for Improved Technology Utilization among Informal Women Entrepreneurs
- Impact of Advanced Digital Competency Frameworks for Women Entrepreneurs