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Factors affecting ICT adoption in Agribusiness enterprises in Somalia:



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Outline

- Introduction
- Related work
- Digital transformation
- Methodology
- Research Model
- Data Analysis
- Conclusion



Introduction

- The development of Information communication and Technology (ICT) in agricultural sectors which can plays a significance contribution to agricultural sustainability and it also provide agribusiness a competitive advantage in the new economy.



Cont...

The agricultural challenges are:

- Infrastructure,
- limited access to affordable financing,
- Poor proper planning,
- Lack of dissemination of information on farm inputs, low yield and productivity,
- inadequate access to advanced technologies, and low skills which are caused by poor performance of agricultural productivity



Why Somalia Needs a digitally-Enabled Agricultural Transformation



Cont...

- **a sustainable agricultural transformation to build food security, improve nutrition,**
- **Expand economic opportunity.**
- **Improved agricultural productivity**
- **Agricultural Value Chain**
- **Technological Changes**
- **Climate Change**



Why: Drivers of ICT in Agriculture

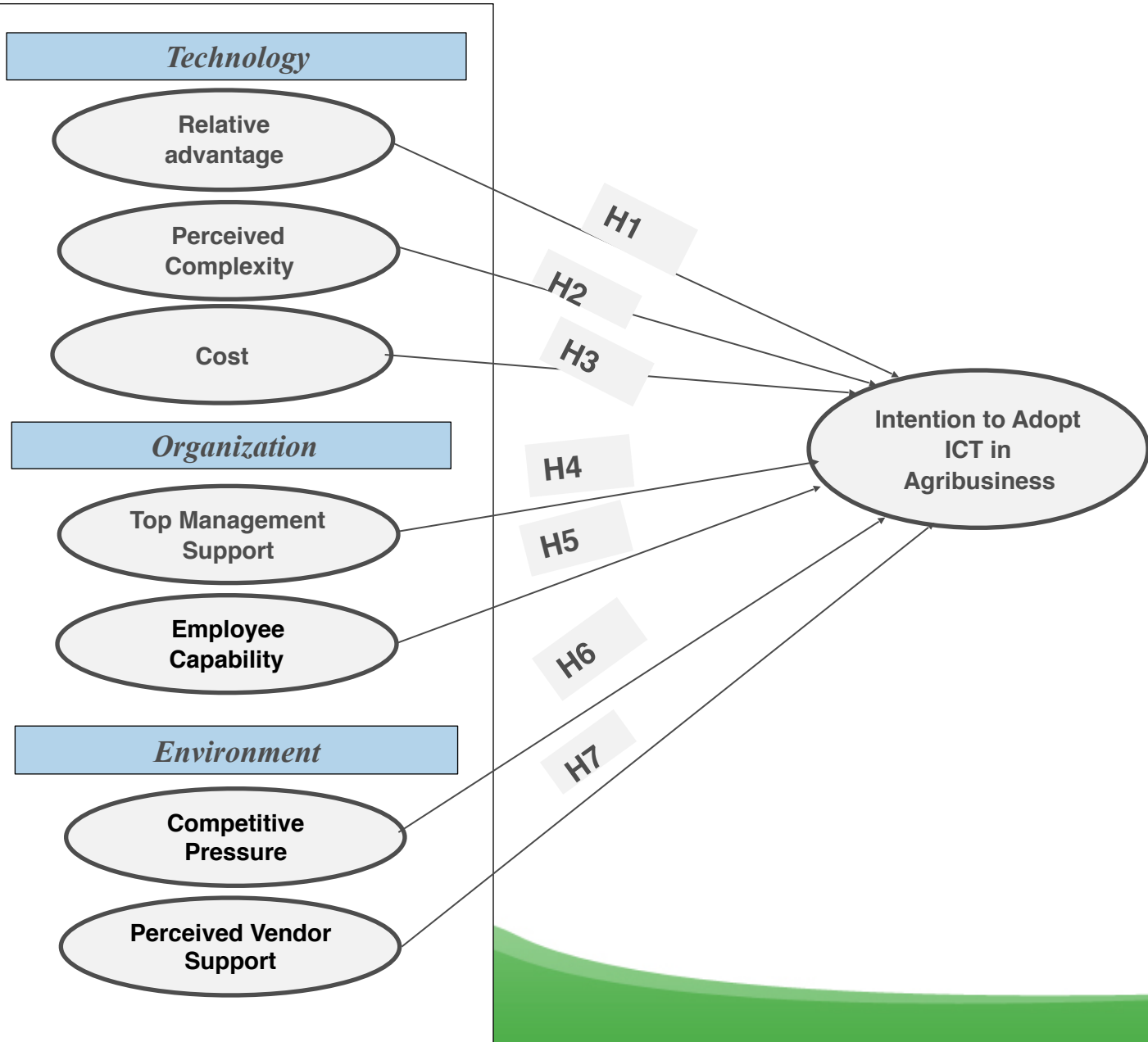
- **low-cost and universal connectivity,**
- **Adaptable and more affordable tools,**
- **advances in data storage and exchange,**
- **innovative business models and partnerships,**
- **the democratization of information, including the open access movement and social media.**

Research Objectives

- **To investigate the ICT usage in Agribusiness enterprises in Somalia.**
- **To identify the factors that affects adoption of ICT services in Agribusiness**



RESEARCH MODEL AND HYPOTHESIS



Methods

- The study applied quantitative methods in order to analyze data and get important information or views of Managers, Staff, Farmers and end users, at Agribusiness companies in Somalia through online survey.
- A descriptive survey design was considered most suitable for this study because it required to find out the views of the respondents



Data Analysis

- The study aims that the Factors affecting the Adoption of ICT in Agribusiness in Somalia.
- A survey instrument was developed based on previous literature,
- The items of TOE Framework construct were adopted.



Data Analysis

- A total 107 questionnaires was distributed and collected, containing 3 for demographic statements, 29 for TOE framework and totaling 32 questions and each items is measured using 5 point likert scale, where 1 = strongly disagree, 2 = disagree, 3 = neutral (neither disagree nor agree), 4 = agree, 5 = strongly agree.
- SmartPLS Software.



Con...

Table 1: Profile of the respondent

Distribution		Frequency	Percentage (%)
Gender	Male	92	85.9%
	Female	15	14.1%
		107	100%
Age	18-25 years	48	44.8%
	26-35 years	51	47.7%
	36-40 years	3	2.8%
	41-49 years	2	1.9
	>50	3	2.8%
		107	100%
Education Level	Diploma	2	1.9%
	Bachelor	73	68.2%
	Master	29	27.1%
	PHD	3	2.8%
		107	100%



		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEVI)	P Values	Decision	R ²
	PC -> ICT Adoption	0.117	0.124	0.059	1.978	0.024	Support	0.713
	PCO -> ICT Adoption	-0.055	-0.004	0.094	0.581	0.281	Not Support	
	PCUP -> ICT Adoption	0.228	0.223	0.113	2.016	0.022	Support	
	PEC -> ICT Adoption	0.243	0.254	0.109	2.229	0.013	Support	
	PRA -> ICT Adoption	0.206	0.201	0.113	1.818	0.035	Support	
	PVS -> ICT Adoption	-0.081	-0.086	0.098	0.824	0.205	Not Support	
	TMS -> ICT Adoption	0.281	0.277	0.104	2.697	0.004	Support	



The Result

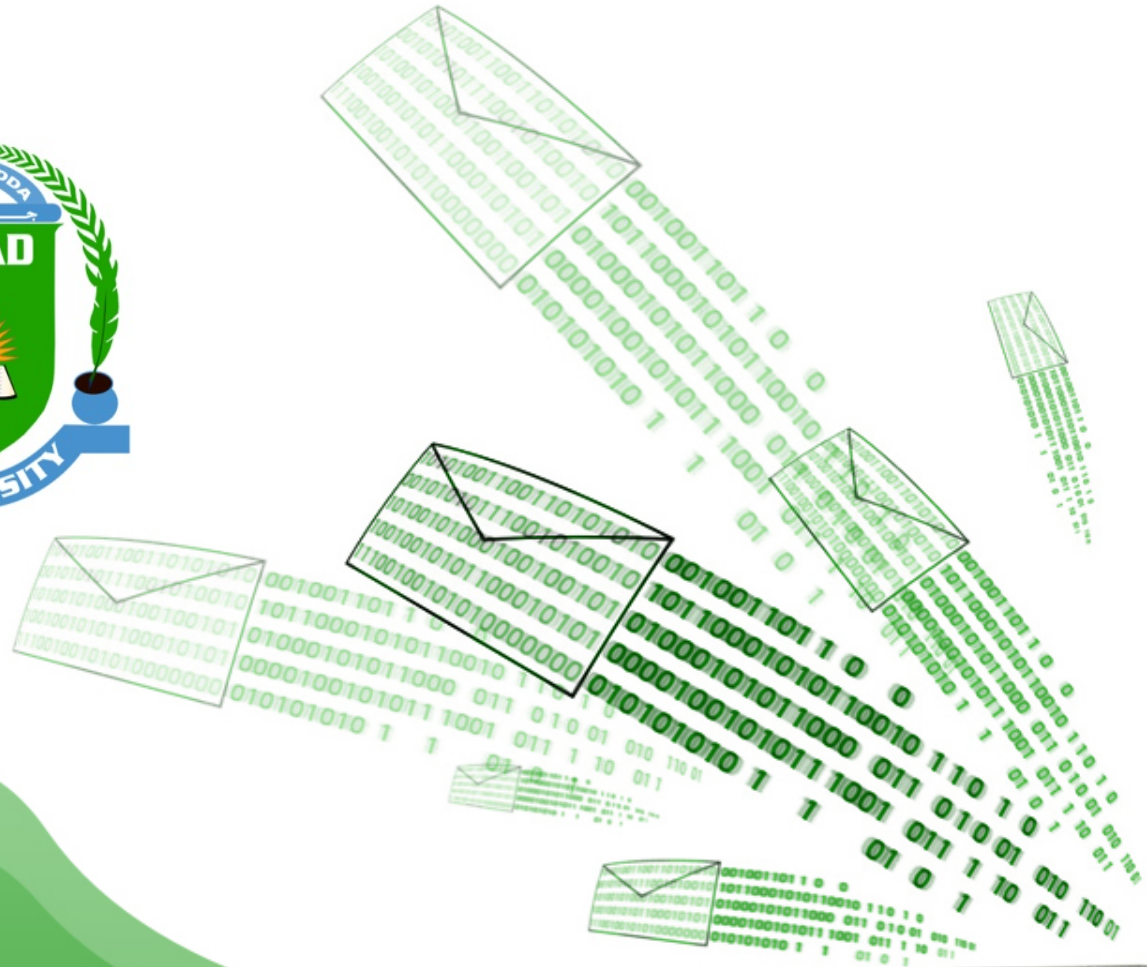
- The result shows that Perceived relative advantage, compatibility, top management support, Employee Capability, and Competitive pressure have a positive impact on the ICT adoption in Agribusiness enterprises.
- Whereas the Perceived cost and perceived vender support have no significant relationship with the intention to adopt ICT tools and platforms.





END





Thank You !!