

---

## EXPLORING TECHNOLOGY ADOPTION FOR BUSINESS AND AWARENESS OF THE FOURTH INDUSTRIAL REVOLUTION AMONGST BUSINESS MANAGERS AND ENTREPRENEURS IN NDOLA, ZAMBIA

**Mukonkola Mwale**

School of Management, IT and Governance, College of Law and Management Studies, University of KwaZulu-Natal

Corresponding author's email: mukonkolam@gmail.com

**Introduction:** The Fourth Industrial Revolution (4IR) is believed to have an impact on various sectors across the globe. The disruptive change of the 4IR has impacted business models and the way managers and entrepreneurs can conduct business practices through innovativeness.

**Objective:** The objective of this study was to investigate the awareness of the Fourth Industrial Revolution (4IR) among business managers and entrepreneurs in Ndola, Zambia, and to assess their level of technology adoption in their businesses.

**Methodology:** Data were collected through semi-structured online interviews with 40 participants that were recruited from The Patents and Companies Registration Agency (PACRA) database in Ndola, Zambia. Forty (40) companies spanning sectors such as Logistics, business consultancy, cosmetics, information technology services, secretarial services and tourism took part in the online interviews. The interviews were transcribed and analyzed using NVivo 12.

**Findings:** The findings of the study showed that business managers and entrepreneurs in Ndola, Zambia, are generally aware of the 4IR and understand its potential impact on business. However, they are not as familiar with the specific technologies that are associated with the 4IR. The study also found that business managers and entrepreneurs in Ndola, Zambia, are using a variety of technologies in their businesses, but they are not fully utilizing the potential of these technologies.

**Conclusion:** The findings of this study suggest that there is a need for more education and training about the 4IR among business managers and entrepreneurs in Ndola, Zambia. There is also a need for the government to play a more active role in promoting the adoption of 4IR technologies in businesses.

**Citation:** Mwale. ASFI Annual Conference and Boot Camp, 28<sup>th</sup>-30<sup>th</sup> November 2023



**Copyright:** © 2024 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).