

"A man is
great by
deeds, not by
birth"
-Chanakya

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**Digital Transformation Adoption in India:
A Multi-perspective Study Based on the Technology Adoption Model**

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Digital Transformation Adoption in India: A Multi-perspective Study Based on the Technology Adoption Model

Abstract:

This paper discusses the Digital Transformation Adoption in India based on the Technology Adoption Model and its variants. It analyses how factors like perceived ease of use, perceived usefulness, and trust influence technology acceptance in an Indian context. The analysis of sectors such as e-commerce, manufacturing, and government has highlighted the distinct challenges and successes in adopting digital technologies across different domains. It is evident that the journey of digital transformation in India is still ongoing with substantial room for improvement. The limitations of the TAM model, such as having no standardized approach and its neglect of broader societal factors, indicate the need for further refinement in assessing technology adoption in India.



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