



Digital Literacy Training and Self-Employment Success Among Ethiopian Women Entrepreneurs: An Exploratory Study

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Abstract

Digital literacy is increasingly recognised as a critical skill for entrepreneurship in contemporary economies. In Ethiopia, where digital access and usage are growing, there is a need to understand how training in this area affects women entrepreneurs' success rates. A mixed-methods approach was employed, combining qualitative interviews with quantitative data analysis from a survey of 150 women entrepreneurs across various sectors in Ethiopia. The preliminary findings suggest that participants who received digital literacy training demonstrated higher success rates in self-employment compared to those who did not receive such training. For instance, 60% of the trained group reported increased sales through online platforms. While initial results are promising, further research is needed to substantiate these findings and explore potential mechanisms underlying their impact on entrepreneurial success. Future studies should consider longitudinal designs and a broader range of digital skills training modules. Policy recommendations include integrating digital literacy into existing entrepreneurship programmes for women.

Keywords: *Ethiopia, Digital Divide, Empowerment Studies, Participatory Action Research, Gender Equity, Technopreneurship, ICT Literacy*

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