

What Influences Business Students' IT Competencies?

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Abstract

In today's professional landscape, digital skills are essential for aspiring specialists. This study assesses the critical factors influencing the acquisition of information technology (IT) skills among business students in Saudi Arabia, recognizing the increasing importance of digital literacy in modern careers. Utilizing an online survey with a meticulously structured questionnaire encompassing demographics, this research dives deep into the multifaceted aspects affecting IT skill development. These facets include learning conditions, attitudes towards technology adoption, and the impact of social influences. SEM-PLS has been used for data analysis. This study aims to provide not only an understanding of these influential factors but also actionable insights to enhance digital competencies within the realm of higher education, fostering well-prepared professionals for the future.

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