



THE IMPACT OF INFORMATION AND COMMUNICATIONS TECHNOLOGY (ICT) ON RURAL BUSINESS PERFORMANCE

This study is being undertaken as part of University of Kents MSc International Business and Management degree by Hannah Hopkins BSc



Research Purpose 1

The effect of technological adoption on the financial performance of agricultural businesses



Research Purpose 2

Pin point and document the challenges agricultural businesses face when adopting technology



Security

All of the data provided for this study will be anonymised and stored in compliance with with GDPR.

Participation and further details

In this study we are looking for owner or competent employees to complete the attached survey on behalf of the business. Businesses that participate must be agricultural based businesses in order to be included in the research

Please note: Upon opening the survey users will be provided statements to agree to which further highlight the use of the information provided