Editor's Comment:

The paper will be accepted for publication.

The paper effectively communicates the impact of the UTAUT (Unified Theory of Acceptance and Use of Technology) model on the intention of Sri Lankan startup entrepreneurs to adopt crowdfunding. The paper is well-structured and presents a clear linkage between theoretical constructs and practical intentions, stressing the critical roles of platform usability and adequate support infrastructure. It successfully highlights that Effort Expectancy and Facilitating Conditions are crucial, implying that platforms should be user-friendly and accessible to entrepreneurs of varying technological skills, and that a solid infrastructure is essential for effective crowdfunding .implementation.

Editor's Details

Prof. Garziad Mouad Sidi Mohamed Ben Abdellah University, Morocco.