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Digital Skills and Market Adaptability: Assessing Their Impact on Resilience of Indian Start-Ups in Emerging Markets

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ABSTRACT

The rapid expansion of start-ups in India's emerging market environment has been accompanied by heightened uncertainty, technological disruption, and intense competitive pressures, making resilience a critical determinant of long-term sustainability. This study aims to examine the impact of digital skills and market adaptability on the resilience of Indian start-ups operating in dynamic and complex market conditions. Digital skills are conceptualized to include technological competence, data-driven decision-making, and digital innovation capabilities, while market adaptability refers to the ability of start-ups to sense market changes, respond to customer needs, and realign strategies in response to environmental volatility. The study will adopt a quantitative research design using primary data collected from founders, senior managers, and key employees of Indian start-ups across diverse sectors. Statistical tools such as correlation analysis, multiple regression, and structural equation modeling will be employed to assess the relationships among digital skills, market adaptability, and organizational resilience. The findings are expected to reveal that higher levels of digital skills significantly enhance market adaptability, which in turn strengthens start-up resilience by enabling firms to absorb shocks, recover from disruptions, and sustain competitive advantage. The study will contribute to the existing literature by providing empirical evidence from an emerging economy perspective and will offer practical insights for entrepreneurs, policymakers, and start-up ecosystem stakeholders to design skill development initiatives and adaptive strategies that support sustainable growth in Indian start-ups.