

## Abstract

Small and Medium Enterprises are important for economic development and jobs creation in Kenya. They face a common challenge and as a result there is need to improve on their technological advancement and innovation. The Alcohol Act 2010 was introduced in Kenya and it seeks to regulate the alcohol production and sales. The aim of this study was to assess the influences of technology adoption on entrepreneurial orientation amongst SMEs operators in Kenya. The target population was 115 owners/managers of alcohol retailing SMEs who have been in business for the last five years and are members of Pub, Entertainment and Restaurant Association of Kenya (PERAK). Qualitative and quantitative techniques were used to analyze both descriptive and inferential statistics.