

Highlights of a Gap in SME Studies

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Abstract: This study is a highlight note on a gap in Small and Medium Enterprise (SME) studies. Regarding to importance of SMEs and new technologies, researchers believe that SME scholars could not link well with Information Technology (IT) researchers, as it feels more effort is needed to fill gaps and missing links.

Key words: SME, IT, research, further studies, links

INTRODUCTION

Now-a-days, Small and Medium Enterprises (SMEs), as a nearly most extensive segment of business world considerably generate sizeable proportion of economic development in all developed or developing countries, perform extremely significant role in today global economy and economic globalization, as a major job and innovation creator as well. This study is a highlight on a gap in SME studies. Researchers believe that SME scholars could not link well with Information Technology (IT) researchers, as it feels more effort is needed to fill gaps and missing links.

A good number of surveys carried out in the SMEs business sectors indicate that IT at times, do not fulfill what is expected and many SMEs do not recognize really what is the achievement of IT from its adoption (Acar *et al.*, 2005; Mole *et al.*, 2004; Thong and Yap, 1995). One of the obvious limitations in IT adoption and implementation is that majority of SMEs unsuccessfully, adopted IT and cannot acquire the gains of its implementation including the large enterprises. They, however suggest that it may not be able to provide more productivity or lower expenditures and thought IT to be wrong as a business tool (Love *et al.*, 2005; Walczuch *et al.*, 2000). Instead, IT was thought to be growing and the question is not, can any enterprise afford to purchase IT, however it should be can any enterprise not to have IT. As a result of the wide application of IT among SMEs, many risks were exposed to SMEs in their choice of IT development and solution (Kazi, 2007).

Many surveys of literature on IT adoption in SMEs have reported that approximately, majority of the dissatisfaction and failures were due to one or two of these reasons, IT adoption of in correct connection to the enterprise strategies; inadequate realization of the end users necessities; inadequate realization of organizational issues; inadequate teaching and preparation of end users;

lack of the required resources (managerial, knowledge, skills, financial); in appropriate government assistance roles and supportive regulation; unqualified management in highly centralized CEO structures; the dissatisfaction with IT created competitive advantages caused by improper interactions with competitions, customers and suppliers; peculiar characteristics of organizational culture and family involvement in business (Thong and Yap, 1995; Arendt, 2008; Caldeira and Ward, 2003; Cragg and King, 1993; Cragg and Zinatelli, 1995; Levy *et al.*, 2001; Lybaert, 1998; Nguyen, 2009; Qureshi and York, 2008; Sarosa and Zowghi, 2003; Tarafdar and Vaidya, 2005). Currently due to the awareness of SMEs of the growing urgency to obtain benefits from IT, majority have continued to invest in IT to increase its competitiveness. Some SMEs are faced with the failure of adoption of IT or they are not satisfied with the result expected and benefits of IT solutions, notwithstanding the high level of use.

CONCLUSION

As a result of the differences in the official SMEs definition, business circumstances and peculiar economic structure, lots of technical and economical ups and downs and supportive government policies on SMEs, adoption of IT within SMEs is relatively varied while applications of the existing IT adoption models and diverse innovative and acceptable theories are applied, in many of IT adopted researches in various countries do not seem to be correct in the case of IT adoption in these businesses.

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