ANALYSIS OF IMPACT OF INFORMATION AND COMMUNICATION TECHNOLOGY ON PERFORMANCE OF SMALL AND MEDIUM-SIZED ENTERPRISES – AN EXPLORATORY STUDY

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ABSTRACT

This paper describes the evaluation of the usage of Information and Communication Technology (ICT), efficiency of the use of computer, and the usage of ICT for strategy of Small and Medium-Sized Enterprises (SMEs). A framework, developed from previous research on ICT on organisational strategy, is used to exploring the usage of ICT of SMEs. This study is based on survey with some SMEs in India. The strategic variables in the model are then analysed. The results of this research suggest the measurement of ICT and the efficiency in using ICT for SMEs. Finally, some implications are discussed.

KEYWORDS: Competitive rivalry, ICT, Measurement, SMEs, Strategy variables.