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Mobile Data Technology for Small Businesses: needs, uses and adoption

Debra Harker, Jeanette Van Akkeren

Abstract

The technological environment in which Australian SMEs operate can be best described as dynamic and vital. The rate of technological change provides the SME owner/manger a complex and challenging operational context. Wireless applications are being developed that provide mobile devices with Internet content and E-business services. In Australia, the adoption of commerce by large organisations has been relatively high, however, the same cannot be said for SMEs, where adoption has been slower than other developed countries. In contrast, however, mobile telephone adoption and diffusion is relatively high by SMEs. Will SMEs who have been reluctant to adopt ecommerce technologies in the past be more ready to go on-line with the merging of the Internet and mobile data technologies?

This exploratory study identifies attitudes, perceptions and issues for mobile data technologies by regional SME owner/managers across a range of industry sectors. The major issues include the sector the firm belongs to, the current adoption status of the firm, the level of mistrust of the IT industry, the cost of the technologies, and the applications and attributes of the technologies.



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