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IMPACT OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) ON THE PERFORMANCE OF SMALL AND MEDIUMS SIZE ORGANISATIONS (SMEs)

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ABSTRACT

Resent decade information and communication technology creating a big impact in social, economic and personal development. It becomes an important object of scientific researches in this decade. By Implementing of information and communication technology in various organisations they gain and exploit the positive outcomes (growth in production, efficiency, effectiveness and organisation expansion etc.). This article is totally based on logical, systematic and comparative analysis of scientific literature. Result of this scientific research work indicate that information and communication has impact of Improvement of internal and external organisational performance, organizational process and their communication capabilities.

KEYWORDS

information and communication technology (ICT), Small and Medium size Enterprise (SMEs).

1. INTRODUCTION

Information and communication technology (ICT) has changed the way of doing business and way of communication. It is important to adopt and use ICT for economic growth of company's organisation and countries that are able to exploit theme. Globalisation of business in worldwide, knowledge of society and economic effectiveness of countries and individual organisation.

ICT and its impact in social, personal and economic development had become an important object of scientific research in resent decade. (Ollo-Lopez and Aramendia –Mineta, 2012) some of the studies have focused to analysing how to adopt ICT by companies.

Companies have done two types of studies.

- Productivities related studies.
- Environment related.

In devolved countries more than 30 percent of R&D budgets allocates to information and communication technology department. Small and medium size organisation is heart and soul of any developing countries economy (Wolf, 2001; Matthews, 2007).

According to Alam and Noor (2009) Small and medium size organisation are providing more than 50 percent employment and sharing more than fifty percent of economy of Developing and developed countries. Therefore, the huge amount on the research of ICT is investing by these countries.

Alam and Noor (2009) also noted that big industries are doing research on large scale to identify the benefit of the ICT in their industries. Remaining countries does not understand the benefits of ICT.

Authors also agree on some research opinion that the use of ICT, SME can also compete with large companies.

In this research, methods are Systematic, logical and comparative analysis.

2. ICT IMPACT ON ORGANIZATIONS

Those companies and countries that adopt new and innovative technology are growing rapidly. There are different studies analyzing ICT and their factors that create impact of ICT adoption and their significant effect on the firm environment and their performance. To compete on global label and improve efficiency, communication, it is necessary to adopt ICT. Manochehri, Al-Esmail and Ashrafi, (2012) states that to get benefit from ICT adoption or deliver better services of business, and explore new business opportunities, there should be three conditions.

- Certain Infrastructure
- Skilled ICT person.
- Adequate Budget to invest on ICT.

3. IMPACT OF ICT IN SMEs SECTOR

All of these conditions should be satisfied to achieve the best result.

The SME sector is playing an important role in development of economy, employment generation and poverty reduction in developing country. SME sector increase economic growth of nation and contribute significantly of employment creation.

United Kingdom (UK) identified three distinct stages in IT use in small business.

- Basic – use of IT is minimal.
- Substantial – Several application and machine in use.

Sophisticated – Integrated various system and increase developed use technology.

Matthews (2007) identified that harnessing technology (including ICT) has observed a similar stage progress with company's progress from simple to enabling technology. As companies expand a specific department then companies have required new technology, certain infrastructure, skill full IT person, adequate budget, and only then positive impact of ICT we can see in companies.

According to Manocnehri, Al-Esmail, (2012) Internet, Mobile, Computer have main contributing in development of any organisation.

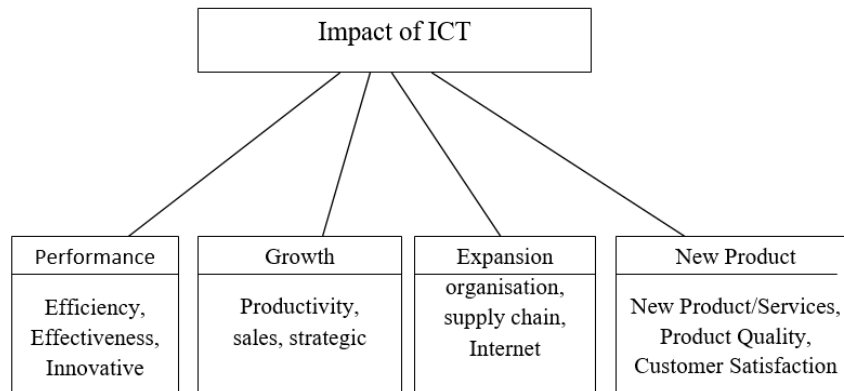
- It allows companies to overcome traditional trade barriers.
- It provides financial transitions facilities.
- Also provide more information for SMEs.

ICT also influence organisation performance, sell easily their product and service in the market. Armendia –muneta (2012) said that adoption of ICT creates positive effect on production directly and indirectly, depending on different sector and to have great potential to support a sustainable development. With the use of email, e-commerce, and social networking sites cut down on the physical transportation. Companies should have invested on ICT on long term bases because the positive impact of ICT occurred only a period of time.

Consoil (2012) analysed scientific literature of ICT impact on companies and identified and categorized main effect in 4 Groups

Performance, growth, expansion and new product.
Performance, growth, expansion and new products.

FIG 1: IMPACT OF ICT IN THE PRIVATE SECTOR (Consoil, 2012)



ICT makes services and manufacturing trade for both of the organisation very easily. A growing no of studies has confirmed a positive and significant effect on productivity and manufacturing in private and public industries.

Matei and Sayulescu (2012) find out that contribution of ICT investment on economic growth in the USA for 1960 to 1990. Half of the economic growth was due to implementation of ICT. The World Bank studies in 50 developing countries which implemented ICT in their industries. There sales growth faster, increase productivity and employee's growth faster. The small industries that accept ICT in their organisation these are better position.

4. DIRECT AND INDIRECT EFFECT OF ICT ON SMEs PERFORMANCE

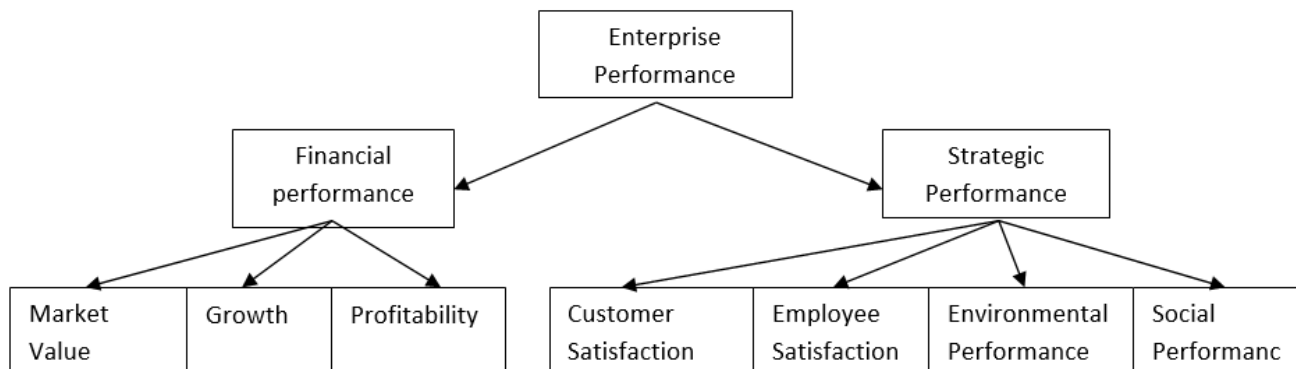
The increasing interest creates an impact of ICT performance on SMEs companies. Consoil (2012) suggested that effect of ICT performance has summarised and analysed by following indicator as effectiveness, efficiency, competitiveness and innovation and benefits.

Undoubtedly information and communication technology has powerful impact on economic performance, technology and productivity. It has also social impact. Performance of enterprise has two types.

- Financial performance
- Strategic performance

These types could be represented by competitive aspect: market value, growth profitability, customer satisfaction, employee satisfaction, social performance and social performance.

FIG. 2: DIMENSION OF PERFORMANCE



This figure demonstrates more structured and detailed analysis of performance. Consoil and Brito (2012) identified of financial performance. Consoil identified efficiency and effectiveness and Brito identified profitability, growth and market value that cover same financial aspect of performance. All the analysis would suggest similar or identical indicators to calculate performance dimension.

Dimension	Indicator
Market Value	Net revenue, Market Share growth, Net Income Growth, Employee
Growth	Stock price improvement, Dividend Yield, Stock Price volatility
Profitability	Return on Assets, Return on Investment, Net income revenue
Customer Satisfaction	Mix Product and Services, Number of complaints, Purchase rate, new customer retentions, General Customer satisfaction
Employee satisfaction	Wage and rewards policies, Career plans, Turnover, investment in employee training and development, employ satisfaction
Environmental Performance	Level of pollution emission, Number of project to improve, use of recyclable material
Social Performance	Number of social and cultural projects, employment of minorities

Empirical studies have confirmed the positive affect of ICT on firm performance in term of productivity, profitability, market value and market share. Some studies also revealed that ICT has some effects in terms intermediate performance measure: service quality, cost saving, flexibility and also customer satisfaction. All dimension of strategic performance could be qualified as affected indirectly.

World Economic forum comprises on the basis on Global Competitiveness Reports has 12 key elements of competitiveness (Matei & Sayulescu, 2012) that are related to ICT impact on both strategic and financial dimension of performance.

- Institution
- Infrastructure
- Macroeconomic environment
- High education and training
- Good market efficiency
- Labour market efficacy
- Financial Market development
- Technological readiness
- Market size
- Business sophistication
- Innovation

All 12 elements are powerful and interrelated, Matei and Sayilesci (2012) states that there could be 1 percent increment of total estimate in GDP and 4 percent in competitiveness by implementing of ICT.

CONCLUSION

This paper provides theoretical result on direct and indirect effects of ICT on SMEs performance. ICT can improve overall financial and operation performance of SMEs by using the opportunity.

The measure area of ICT impact is networking and communication, resource planning and marketing. Some empirical studies confirmed the positive effect of ICT on performance of SMEs, in term of profitability, productivity, market share and market value. To make the best performance by the implementing of ICT it is important to align with organisation process and internal capabilities of the organisation.

Results of these works confirm that ICT has impact on the improvement of internal and external communicator. ICT has also play a great role in innovative performance by SMEs.

Some limitation on this research also mentioned. ICT adoption possible effect on SMEs or cluster of enterprise.

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