Strategies for Growth in SMEs

Description: Strategies for Growth in SMEs explores for the first time the role of information and information systems (IS) concepts in small and medium-sized enterprises (SMEs). Most IS research focuses on large firms, yet the majority of firms in most economies are SMEs. The book considers the applicability of IS theory and practice to SMEs and develops new theories that are relevant to these firms.

Composed of 6 sections, it covers, amongst other things; the nature of SMEs, the background to IS, and SMEs' use of IS, issues of IS strategy and planning in SMEs, the way that firms can transform through use of IS, evaluation, IS flexibility, business process re-engineering, resource-based strategy and knowledge management, the appropriateness of existing theories and the development of new models to address SME-specific issues. The final section of the book reviews the learning in the previous chapters and poses future agendas for research.

Written by two of the leading figures in the field, this book will be essential reading for researchers in IS and SMEs, students on entrepreneurship or IS courses, and others that focus on SMEs.

A unique text relating IS theory to SMEs
Benefit from the authors' years of experience in the field
Familiarise yourself with this growth area for research and courses

Contents:
Preface
SMEs and their Use of IS
Strategy and Planning for IS in SMEs
Transformation through IS
Issues in IS
The SME Context
Global Futures
The Role of the Internet for SMEs
Future Opportunities for SMEs through IS
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