

Global Perspectives on Small and Medium Enterprises and Strategic Information Systems: International Approaches

Pratyush Bharati
University of Massachusetts, USA

In Lee
Western Illinois University, USA

Abhijit Chaudhury
Bryant University, USA

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Chapter 1
Connecting Small and Medium Enterprises to the New Consumer:
The Web 2.0 as Marketing Tool 1
Efthymios Constantinides, University of Twente, The Netherlands

Chapter One presents the nature, effects, and position of social media or Web 2.0. This chapter identifies the main approaches corporations follow in engaging Web 2.0 applications in order to support, complement, or improve their traditional and online marketing activities. These approaches aim at using the social Internet as a source of marketing intelligence and for communicating with customers. The authors propose a classification of the main social media applications and identify the options for SMEs willing to utilize Web 2.0 technologies.

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Sandeep Purao, The Pennsylvania State University, USA
Brian Cameron, The Pennsylvania State University, USA

Chapter Two highlights the challenges faced by SMEs in legacy industrial era regions by focusing on the specific case of the I-99 corridor in the state of Pennsylvania. It discusses a structured approach toward enabling the SMEs in this region to access extended and powerful knowledge networks through a joint effort working toward regional economic development. The chapter describes the LAIR (Leveraging Advanced IT Research) project, which is aimed at understanding the risks that SMEs in the I-99 corridor are likely to face as they grow, with a specific focus on risks associated with upgrading, implementing, and integrating their information systems.

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Julie E. Kendall, Rutgers University, USA
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Chapter Three uses the framework provided by the metaphor of the third space as proposed by Bhabha (1994 and 1996). It elaborates on the diffusion of Broadway production business practices to small and medium-sized nonprofit theaters. The authors discover that both groups possess unique cultural competencies that open the door to using Web 2.0 technologies for staging and promoting productions and building relationships with theater patrons. They also discuss other management issues where expertise can be mutually exchanged.

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Gregor Lenart, University of Maribor, Slovenia
Frantisek Sudzina, Copenhagen Business School, Denmark

Chapter Four presents the importance of ERP system selection criteria among SMEs in Slovenia. The investigated criteria were grouped into ERP benefits criteria, system quality criteria, vendor-related criteria, and ERP package criteria. System reliability, system functionality, vendor support, business process improvement, and improved service levels were perceived as the important ERP system selection criteria for small and medium-sized companies in Slovenia.

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Chapter Five advises SMEs to create legitimacy by mimicking the cues that signal credibility to potential stakeholders interacting with the firm. The authors examine the role of information and communications technology (ICT) in legitimacy-building from the perspectives of SME founders and potential customers.

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Jocelyn Armarego, Murdoch University, Australia

Paula Goulding, Murdoch University, Australia

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