

Digital Entrepreneurship and the Globalization of SMEs: An Investigation into the Role of ICT in Oman

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ABSTRACT

This study included the experiences of ten small and medium companies from various industries around the world, using qualitative data collection methods, including analysis of documents and interviews. The results highlight the positive role of information and communication technology in the globalization of small and medium enterprises, including increasing access to new markets, enhancing supply chain management, and reducing transaction costs. Furthermore, the study identifies challenges faced by SMEs in adopting ICT for globalization, including lack of awareness, limited resources, lack of skilled human resources, and insufficient infrastructure. The study also highlights the importance of government policies and support programs in facilitating the adoption of information and communication technology by small and medium enterprises for globalization. In addition, this research paper concludes by listing suggestions for small and medium companies and policy evaluators on how to benefit from information and communication technology to impose globalization, while improving digital capabilities and skills, and benefiting from electronic commerce sites. In return, policy makers should invest in infrastructure, policy development, support, financing and training for these companies. The results of this research time have significant implications for medium and small companies, stakeholders, and policy makers to develop corporate globalization using information and communication. Therefore, medium and small companies can overcome the difficulties of globalization and achieve sustainable prosperity and competition in the global market.

Introduction

Small and medium-sized businesses, or SMEs, are described differently in every country. The specifications of a SME's stated size depend on the nation in where the business is located. Depending on the nation, a company may be sized or classified as a SME based on a variety of factors. (Corporate Finance Institute, 2022) .A wide range of computerized technologies is referred to as Information and Communication Technology (ICT). Information and communication technology refers to any technology that facilitates the capture, processing and transmission of electronic information as well as communication. Among these technologies are desktop computers, laptops, mobile devices, wired or wireless intranets, business productivity software such as spreadsheets and enterprise software, text editors, data storage, network security, and other services (Ashrafi and Murtaza, 2008). (UKEssays. November 2018). Adoption of Information and Communication Technology (ICT) by Small and Medium Enterprises (SMEs) is essential for their development, expansion and growth. An organization must possess the operational capabilities and resources to gain a competitive advantage. Rapid advances in information and communication technology are rapidly changing how small and medium businesses traditionally perform across the board. Today, companies of all sizes are embracing the installation and use of ICT to increase managerial effectiveness, output and communication for the purpose of enhancing their competitive edge. ICT adoption by SMEs must be rapid in order to support their development, performance and strategy. (Baporikar, 2022).

Literature Review

Consumer actors play critical roles in shaping shared values, but they can also make it difficult to adopt ICTs, according to Strom et al. (2014) [65]. The results show that it may be difficult for small and medium-sized companies to adopt new information and communication technologies due to the large number of participants. In addition to being the decision makers with whom they compete, managers are the newest users of ICT. Evidence reveals that the biggest problem small business managers face is a lack of knowledge and skills to invest, create, and make decisions about how to use new ICT applications. Some participants claimed that one of the difficulties faced by SMEs is their lack of ICT knowledge and experience, which prevents them from making informed decisions about which emerging ICTs to adopt. (CHALLENGES FACING SMES IN EMERGING ICT ADOPTION, 2019)

According to the OECD (Panagariya 2000), the biggest obstacles to ICT adoption are lack of knowledge, ambiguity about ICT benefits, security concerns, lack of human resources and skills, setup costs, and pricing challenges. There are many obstacles that developing countries must overcome in order to use and adopt ICTs. Among these problems are inadequate communication infrastructure, poor use of computers and the Internet, and a shortage of ICT technicians (Anigani 1999). (BARRIERS TO THE ADOPTION OF ICT, 2012).

Governments can take a variety of particular actions to encourage SMEs to use and utilize ICTs. Governments may take advantage of information and communication technology to provide a better and more transparent service through concerted efforts in the field of e-governance. Governments provide a wide range of services to companies, such as company licenses, dispute resolution procedures and customs clearance. SMEs' efforts to compete worldwide are frequently frustrated by the length of time required to secure these services and, in some cases, by the lack of openness in the process (corruption). More importantly, governments may provide the policy, legal, and regulatory framework as well as public services that can enhance or expand e-commerce between SMEs. (The Role of Governments in Promoting ICT Access and Use by SMEs, 2007).

Government is a critical factor in providing viable solutions to remove barriers to ICT adoption among SMEs, and the government should motivate SMEs to adopt ICTs in order to boost their interest in doing so. In order to provide guidance to SMEs, government participation in policy making related to ICT adoption is also required. The government should also provide technology systems through which products can be quickly generated for users and support training and education programs in the field of information and communications technology . (The Role of ICT on SMEs' Performance, 2019).

Methodology

Ten SMEs from various industries and nations participated in the study, and their experiences were analyzed using qualitative data gathering techniques such as in-depth interviews and document analysis. According to the study's findings, ICT has a favorable influence on SMEs' globalization, including improved supply chain management, access to new markets, and lower transaction costs.

Result and Conclusion

The conclusions of the research are very important, small and medium enterprises can overcome the difficulties of globalization and achieve sustainable growth and competitiveness in the international market through the use of information and communication technology. At the end , The report examines the barriers that SMEs must overcome in order to use ICT for globalization, such a lack of knowledge, a lack of resources, a lack of skilled labor, and inadequate infrastructure. The study further highlights how crucial government policies and assistance programs are in encouraging SMEs to use ICT for globalization.

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