

ICTs & Growth of MSMEs

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This work was carried out with the aid of a grant from the International Development Research Centre, Canada and the Department for International Development UK..



Agenda

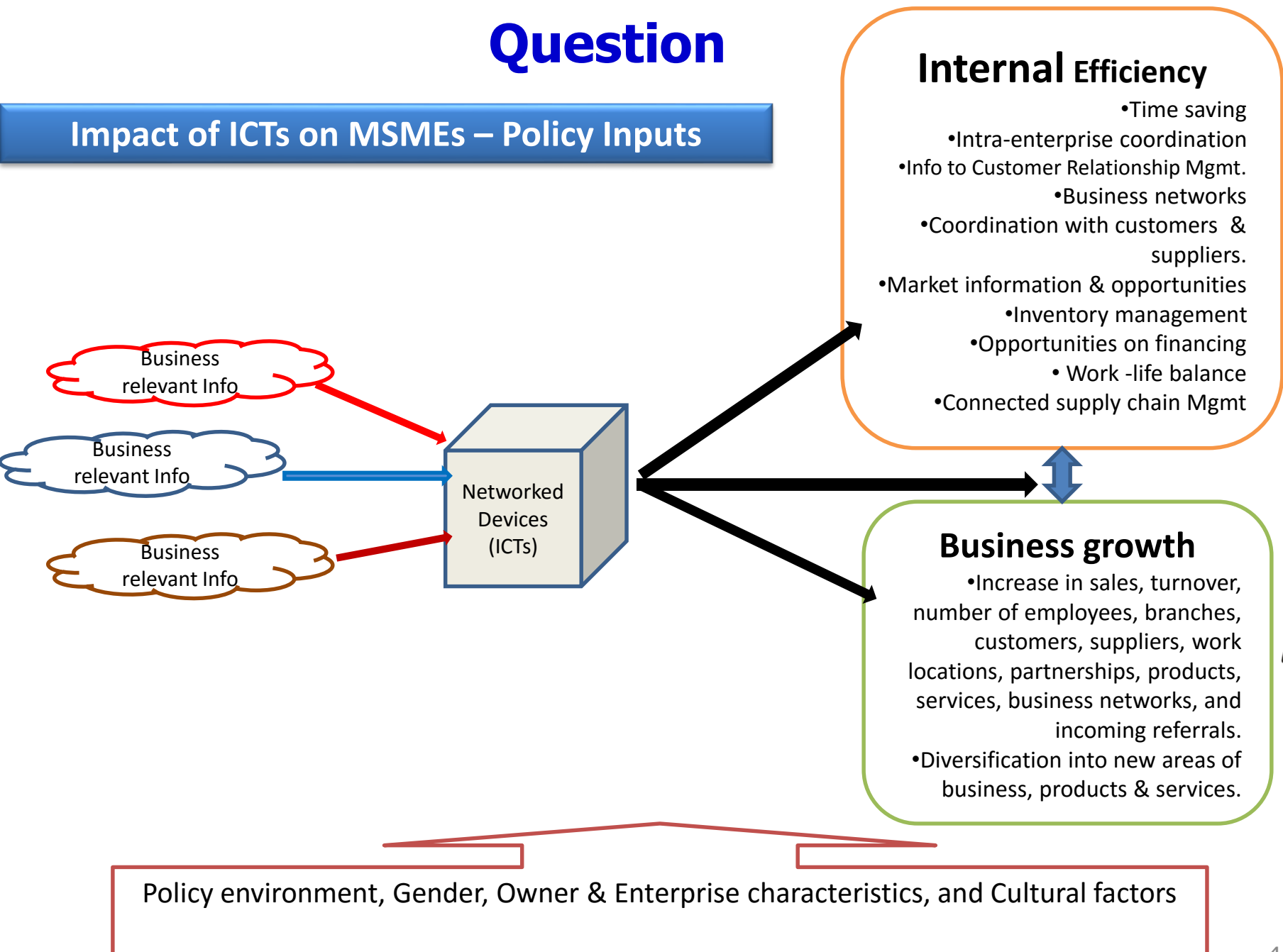
- Systematic Review
- The Question
- Process
- Findings
- Implications

Systematic Review

- For evidence based policy making
- Rigorous – search, extract, & synthesis
- Unbiased & Replicable
- Origins from medicine
 - Intake of Vitamin C for cold
- Driven by ‘experimental designs’
- Increasing importance

Question

Impact of ICTs on MSMEs – Policy Inputs



The Process

- Keyword search of databases
- 23926 Results → 10 Final studies
 - Screening – Title, abstract, Method section & full paper
 - Double reading
- Studies
 - Urban, Low & Middle income countries, Quantitative, ICTs, After 2000, in English
- Regression based ones
- Africa & India

Findings

IT Enabled KM practices



Process Improvement
Operational Support
Strategic Development

Chadha, S. K., and Saini, R (2014)

eCommerce Applications



Operational Performance

Jahanshahi et al (2011)

ICT Usage
ICT Possession



Labour Productivity

Esselaar et al., 2007

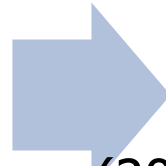
Usage of Mobile
Technologies



Organizational
Performance

Wamuyu and Maharaj (2011)

Length of mobile use



Donner (2006)

Proportion of business calls

Total ICT Access



Chew et al (2011)

Business Growth

Length of mobile use
Biz use of mobile



Chew et al (2012)

Business Growth

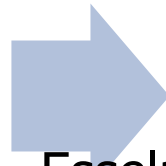
Mobile money use



Fredrick (2014)

Profits

ICT Usage Exp



Esselaar et al., 2007

Turnover

For Policy

- Presence of impact of ICTs on biz growth & internal efficiency
 - Total ICT access
 - ICT usage expenditure
 - eCommerce applications
 - 2 Yrs of mobile use
 - business use of mobiles
 - mobile money use

Final papers

- Chadha, S. K., & Saini, R. (2014). Information Technology Support to Knowledge Management Practices: A Structural Equation Modeling Approach, *IUP Journal of Knowledge Management*, 12(1), 39-52.
- Chew, H. E., Ilavarasan, P. V., & Levy, M. R. (2013). When there's a will, there might be a way: The Economic Impact of Mobile Phones and Entrepreneurial Motivation on Female-owned Microenterprises, *Proceedings of the Sixth International Conference on Information and Communication Technologies and Development*, Cape Town, South Africa, Vol. 1, 196-204.
- Chew, H. E., Levy, M.R & Ilavarasan, P V. (2011). The limited impact of ICTs on microenterprise growth: A study of businesses owned by women in urban India, *Information Technologies and International Development*, 7(4), 1-16.
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- Donner, J. (2006). The use of mobile phones by microentrepreneurs in Kigali, Rwanda: Changes to social and business networks, *Information Technologies and International Development*, 3 (2), 3-19.
- Esselaar, S., Stork, C., Ndiwalana, A., & Deen-Swarray, M., (2007). ICT usage and its impact on profitability of SMEs in 13 African countries, *Information Technologies and International Development*, 4 (1), 87-100.
- Frederick, L. aura I. (2014). Impact of Mobile Money Usage on Microenterprise Evidence from Zambia Master's Theses, University of San Francisco, Paper 92. Retrieved 10 July 2014 from <http://repository.usfca.edu/cgi/viewcontent.cgi?article=1099&context=thes>
- Jahanshahi, A. A., Gashti, M. A., Khaksar, S.M.S, & Pitambar, B. K. (2011). Electronic Commerce Applications among Indian Small and Medium Enterprises, *Information Management and Business Review*, 2(6), 276-286.
- Mwangi, G., & Acosta, F. (2013). Mobile phones and Growth of microenterprises: A case of Safaricom' "Zidisha Biashara customers, *Business & Economic Review*, 23(1), 105-135
- Wamuyu, P., & Maharaj. M. (2011). Factors influencing successful use of mobile technologies to facilitate E-Commerce in small enterprises: The case of Kenya, *The African Journal of Information Systems*, 3(2), 48-71.

Q & A

Thank you!