Strategic Utilization of Information Systems in Small Business

Part of the Advances in Business Information Systems and Analytics (ABISA) Book Series

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Description:

The small business is an often underestimated asset of both the modern economy and the commercial workforce. Those employed by small businesses make up a large percentage of both the U.S. and Canadian populations, and with the internet and other technologies connecting us like never before, the opportunity is present for even the smallest company to reach a global scale.

Strategic Utilization of Information Systems in Small Business explores the possibilities not just in expanding a business, but in assisting a business in meeting its full potential, no matter its size.

This publication features chapters on the different aspects of management processes, e-commerce, and e-businesses, including the characteristics of a smart entrepreneur, success vs. failure, longevity, technology adoption, the types of different information systems and how to implement them, data and decision making, theories for investigating small businesses, business strategy, and competitive advantage.

Readers:

This book is an essential reference source for small business owners, managers, and employees, as well as students, researchers, and aspiring entrepreneurs.


Topics Covered:

- Business Longevity
- Business Strategy
- Business Success vs. Failure
- Competitive Advantage
- Data and Decision Making
- Entrepreneurial Characteristics
- Technology Adoption
- Theories and Frameworks for Small Businesses
- Types of Information Systems

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