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Cloud computing utilization and mitigation of informational and marketing barriers of the SMEs from the emerging markets

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This study seeks to investigate the effectiveness of Cloud Computing Utilization (CCU) in the mitigation of informational and marketing barriers for SMEs from the Emerging Market-Countries (EM-SMEs). A quantitative research methodology was applied to collect data by using self-administered questionnaires from top managers of 227 SMEs based in Iran and Turkey. The study contributes theoretically to both small business and international business literature by developing a new classification of the internationalization barriers that EM-SMEs face, and

proposing a series of cloud computing (CC) solutions for mitigating these barriers, resulting in the creation and testing of a new model. The empirical findings confirm that CCU can help EM-SMEs to mitigate a series of informational and marketing barriers. The key practical contributions of the study offer insights to both EM-SMEs and Cloud-Service-Providers (CSPs) on the extent to which CCU is effective in mitigating the internationalization barriers faced by EM-SMEs.

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