

Exploring adoption and usage of cloud computing in SMEs

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In this document, the author is discussing the adoption and importance of cloud computing from the perspective of SMEs. The accelerated growth of SMEs is required for any developed or developing nation. Technology is the only way that can help SMEs in accelerated growth with the available resources. The author will discuss the theoretical frameworks and factors responsible for adoption based on previous literature. The author will also keep a check on the major drivers of cloud computing adoption. Neves et al. (2011) argued about cloud computing in SMEs. The authors have reviewed the literature and analyze the adoption of cloud computing from the perspective of Political, Economic, Social, and Technological factors. It has been identified that political factors which are leading towards the adoption of cloud computing are data protection, favorable policies towards SMEs technology adoption, and reduction in carbon emission. The economic factors leading towards adoption are innovation, competitive advantage, flexible pricing, improvement in cost, and productivity. Social factors lead to the user-friendly nature of technology, cooperation in information technology, the modern culture is also supporting the use of cloud computing. The technological factors are flexibility, reliability, and resistance to change. Cloud computing can make SMEs more competitive, and it can also help them in improving their worth. SMEs don't have the luxury of financial resources. Those organizations need to grow with limited resources. Cloud computing is important for SMEs to achieve the desired outcome with optimum utilization of resources available. With the adoption of cloud computing, it will be easy for organizations to work with employees at remote locations, and it will also help in business continuity and flow (Carcary, et al., 2014). Most of the researchers have found the importance of cloud computing in saving the money of small firms. They also talked about its mobility, quick access anywhere, security, and overall technological infrastructure is much simpler. In recent times, its importance has been increasing a lot because it is the solution provider of SMEs' problems. Cloud computing and technology are the future. The firms realize it. They are making their employees technically skilled for the usage of cloud computing

Biography

Prof. Anuj Kumar is currently working as an Assistant Professor at the Apeejay School of Management, Dwarka, Delhi. He is pursuing an Executive-Ph.D in management from Aligarh Muslim University (Central University). He holds a double master's degree in management with a specialization in Marketing and International Business. He has completed M.Sc. in International Business from University College Dublin, Ireland (Ranked among top 200 colleges of world "QS World ranking). He has published research papers in reputed SCOPUS/Web of Science/ABDC/UGC Care Journals. He has more than 40 publications, one patent, three e-books, and 4 book chapters to his credit. He attended more than 30 conferences (National/International/ICSSR) and 30 FDPs. He is the associate editor for the Academy of Marketing Studies Journal (ABDC-B). He has also organized various FDPs and MDPs. Prof. Kumar has been invited as session chair, resource person, judge in various conferences and FDPs.

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