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Nota di contenuto	Cover; Strategies for growth in SMEs: The role of information and information systems; Contents; Dedication; Foreword; 1 Introduction; Why research strategic information systems in SMEs; Researching SMEs; Background to the research; Case studies: primary research approach; Data collection; Problems of case research; Case background; Structure of the book; Chapters; Part 1 Concept of the SME; 2 Background to SMEs; Introduction; Defining SMEs; Influences on SMEs; Market; Independence; Personal; Flexibility and innovation; Birth, death and growth; Entrepreneur; Strategy; Firm Growing the business Organizing and managing SMEs; Systems implications in managing SMEs; Conclusions; 3 Information and IS in SMEs; Introduction; Nature, role and value of information; Importance of management IS; IS strategy and planning in SMEs; Owner's role in introducing IS; Sourcing IT; IS adoption issues; Introduction of management IS in SMEs; Conclusions on IS investment in SMEs; 4 Flexibility in IS; Introduction; Flexibility issues; SMEs and flexibility; Planning for flexibility through IS; IS and IT; Understanding flexibility in SMEs: the cases; IS in the SMEs

Organization of IS in the SMEsIS development in the SMEs; Influence of customers on IS; Flexibility: the SME response; Discussion; Implications for managers; Implications for research; Conclusions; 5 Evaluating IS in SMEs; Introduction; Evaluation of IS and IT; Approaches to evaluation; Evaluation practice; SMEs and evaluation: the issues; Business and IS/IT strategy; Limited access to capital; Emphasis on efficiency; Influence of major customers; Limited IS skills; Effects on evaluation practice: SMEs and large firms; Discussion; Capital resources
Opportunities from an organizational approach to evaluation
Investment issues in SMEs; Conclusions; Part 2 Issues of IS strategy planning; 6 Understanding IS strategy in SMEs; Introduction; Nature of ISS; Strategic IS frameworks; Background to the cases; Framework analysis; Awareness frameworks; Conclusions on use of awareness frameworks; Opportunity frameworks; Use of opportunity frameworks; Positioning frameworks; Towards a framework of frameworks for ISS in SMEs; Conclusions; 7 An organizational approach to IS strategy; Introduction; ISS in SMEs; Approaches to ISS
A multi-paradigm approach to ISSA multi-paradigm model for ISS in SMEs; Business context; Business processes; Strategic content; Background to the case SMEs; Outcomes from the ISS; Operational focus to IS; Competitiveness; Owners; Organizational culture; Resources; Review of the ISS approach; Conclusions; 8 Case example of ISS: Heath Springs; Introduction; Case background; Business context; Market; Customers; Suppliers; Substitutes and entry barriers; Other competitive issues; Cost leadership; Differentiation; Focus; Achieving business strategy; Business process; Information needs of managers
Existing IS and IT

Sommario/riassunto	Strategies for Growth in SMEs explores for the first time the role of information and information systems (IS) concepts in small and medium-sized enterprises (SMEs). Most IS research focuses on large firms, yet the majority of firms in most economies are SMEs. The book considers the applicability of IS theory and practice to SMEs and develops new theories that are relevant to these firms.Composed of 6 sections, it covers, amongst other things; the nature of SMEs, the background to IS, and SMEs' use of IS, issues of IS strategy and planning in SMEs, the way that firms can transform th