Motivations and barriers for the adoption of cloud-based data analytics by SME managers

Tariq Alsafi
Email: t.alsafi@cranfield.ac.uk

1- Background
There is a strong recognition within relevant literature regarding the central role that Small and medium-sized enterprises (SMEs) play in contributing towards functioning of the wider economy. Given its growth in other sectors and especially among multinational and globally acting corporations, cloud computing has become one area of particular relevance also for SMEs. This is particularly due to its data mining capabilities that can enhance performance of the SMEs.

2- Aim
To develop technology adoption model which identifies and address cloud-based technology obstacles and assess the extent that cloud-based data mining can provide new types of prospects for SMEs.

3- Objectives
- Identify the potential benefits in the adoption of cloud-based data mining technologies
- Determine the factors of motivations and barriers that contribute to decision making
- Develop technology adoption model to identify the factors that contribute to the decision of SMEs to either adopt or not the cloud-services in the field of data mining
- Establish potential ways in which barriers to adoption could be overcome
- To acquire insights how the new model identify barriers that have not been deducted

4- Research Methodology
Business Problem
Study different models (Industry best practises)
Focus Group
Survey
Interview
Result Analysis
Design & Develop Framework
Validation (test the proposed framework)
Increase the adoption rate within SMEs

5- Initial Findings

SMEs Contribution to GDP by 2025

Comparison between the most Concerns of Cloud-Tech experienced by SMEs within developing countries vs developed countries

- Sufficient Bandwidth
- Service Cost
- Provider Lock-in
- Lack of Top Management Support
- Lack of Government Support
- Lack of Cloud Knowledge
- Privacy
- Security

Most used methodology from several studies within SMEs

6- Research Deliverables
- This study will provide useful insights in understanding of the nature of decision-making relative to cloud-based computing among SMEs managers
- Provide useful data to policy makers, key stakeholders and governmental institutions

Supervisors: Dr Ip-Shing Fan, Email: I.S.Fan@cranfield.ac.uk
Dr Patrick McLaughlin, Email: p.mclaughlin@cranfield.ac.uk

www.cranfield.ac.uk