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

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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
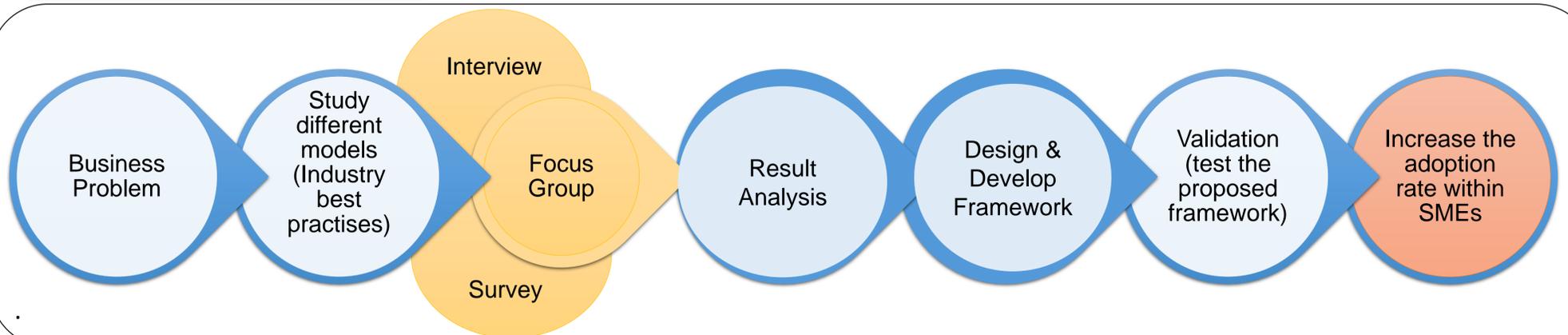
2- Aim

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
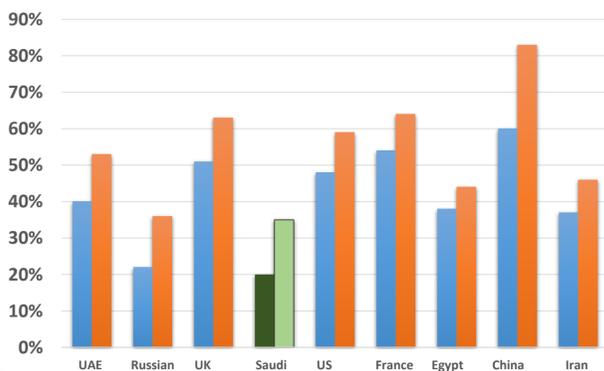
3- Objectives

- 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
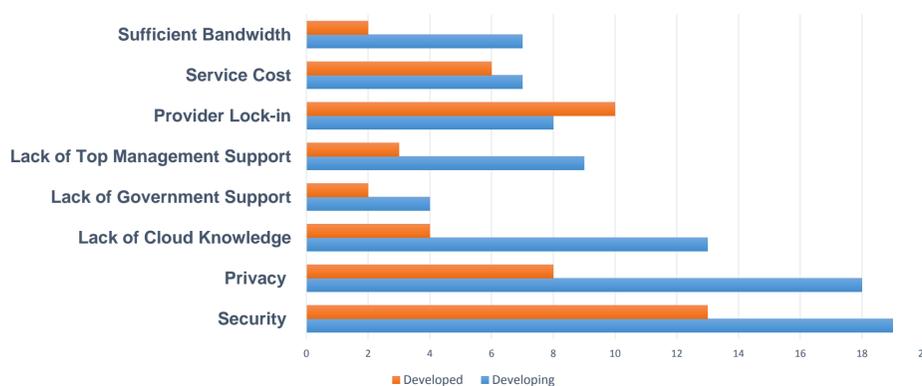
4- Research Methodology
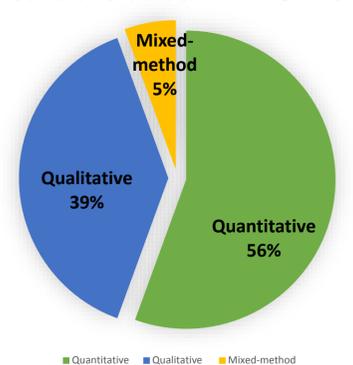

5- Initial Findings

Factors	AS-IS	TO-BE
Security	Adopters still feel that this technology is not fully secure	More security controls
Privacy	Organizations utilizing cloud services still have fears about privacy issue	Ensuring quality of services in the SLA between cloud providers & organizations
Top Management Support	Lack of support	More support is needed from managers/ decision makers
Government Support	Lack of support	Support from the government side is needed to introduce suitable regulations or to update their existing regulations to comply with the requirements of the cloud
External support	Cloud providers focusing on selling cloud services	More effort on the cloud providers' side is needed pre and post adoption to meet the organisations' needs

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

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