

2010 School Seminar Series

Waikato Management School
Te Raupapa



IT-QSM: Developing a Quick Scan Method to Analyze IT Usage in SMEs

Wednesday, 12 May 2010
1.10pm – 2.00pm
MSB.1.01

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Abstract:

Because of lack of resources and shortage of IT skills, SMEs have problems effectively using IT. This seminar will report on the development of a quick scan method to help analyze how SMEs are using IT in their organizations. The method scans the IT situation inside the company and makes recommendations about new usage for the existing portfolio of applications and new systems that the firm could incorporate. Two people execute the method during one day in the organization, interviewing to two or three key informants who also answer questionnaires. At the end of the day, the analysts present their conclusions to the manager. The new methodology under development has so far been field tested in four New Zealand companies. The accuracy of IT-QSM will now be applied to a number of Chilean companies in a larger and broader study.

Presenter: Alejandro Cataldo