

Study on Contribution of Information Technology in an Operational Performance of Medium-Scale Business Firms

Madhavi Neman¹, Pol Pallavi², Pujari Sandhya³

Asst. Professor¹ and TYBCOM^{2,3}

Uttar Bhartiya Sangh's Mahendra Pratap Sharda Prasad Singh College of Commerce & Science, Mumbai, Maharashtra

Abstract: *The utilization of information technology (IT) by the corporate body is directly linked to the imperative of making prompt and precise decisions. Technology facilitates the processing and utilization of information by organizations, hence contributing to the transformation of their processes. Nevertheless, numerous organizations who fail to modernize their IT assets have managed to establish enduring competitive advantages. Another contributing cause is the managerial process's inability to effectively convert IT assets into IT capabilities. In reality, the corporation has incurred lower expenses for the acquisition of IT resources. Regardless of the scale or nature of a corporation, it is imperative to possess the capacity to utilize information technology (IT), although the specific benefits or outcomes may vary relying on the particular business entities that employ IT. This study aimed to assess the extent to which information technology (IT) enhances the performance of small and medium-sized enterprises (SMEs) in Indonesia, with a specific focus on its impact. In order to assess the effect of IT on operational performance inside a business, it is necessary to evaluate the competencies of medium-sized enterprises in terms of IT Adoption, IT Assimilation, and IT Strategic Alignment.*

Keywords: Assimilation, adoption, and capacities of information technology, medium scale business firms