

SUCCESS FACTORS IN INFORMATION TECHNOLOGY APPLICATIONS IN SMALL AND MEDIUM SCALE INDUSTRIES – THE SRI LANKAN EXPERIENCE

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ABSTRACT

This paper argues that the industrialist in developing countries should make use of the opportunities made available by the rapid advancement of information technology to enhance the competitiveness. Most of the enterprises that have made an attempt towards this have not realized the expected benefits of implementing Management Information Systems (MISs). The main reason for this being the lack of understanding of the factors which influences the success of MISs. The main objective of this paper is to identify the factors having a positive influence on success of MISs.

The present levels of application for each of the potential areas were assessed. The impact of several factors, which are likely to influence the success of the MISs were analysed. This paper identifies the importance of high commitment of management, efficient manual procedures, high level company wide computer literacy, adequate knowledge of management techniques of the systems analysts and a number of other factors for the success of MISs argues the need for a shift of the policy of IT and management education to strengthen the success factors.

Keywords : Information Technology, Management Information Systems, Small and Medium Scale Industries.

INTRODUCTION

The advancement of computer technology has made personal computers extremely powerful (Lind, 1996). Also their costs have been reduced to an extent that even small enterprises in Developing Countries (DCs) can afford to own a business computer system. As a result, Information Technology (IT) is within their reach. However, in DCs Small and Medium Scale Industries (SMIs) have not realized the full benefit of these advancements in Hardware and Software (Munasinghe & Jayawardena, 1996). This paper makes an attempt to identify the factors on which SMIs should concentrate in order to make investments on IT applications more rewarding.