



# Research Proposal Presentation

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Module Name: Research Methods and Professional Practice  
(June 2023)

Use of Information Systems (IS) to Transform Small  
Businesses in France





# Introduction

Introduction to the “Use of Information Systems (IS) to Transform Small Businesses in France” Research Proposal

The growing reliance on Information Technology highlights digital transformation's significance, particularly for enterprises in dynamic markets (Legner et al., 2017).

This elevates IT and Information Systems (IS) roles, impacting SMEs (OECD, 2022) and economies (Faquet & Malardé, 2020). Yet, challenges hinder IS adoption among small businesses (Deschoolmeester et al., 2013).

This research explores France's specific challenges, contributing to IS understanding and includes the proposed strategies aimed to empower small business owners (Rainer & Prince, 2022).





# Research Problem

What is the research problem as based on the literature review topic 'Use of Information Systems (IS) to Transform Small Businesses in France'.

The research problem centers on “The lack of effective strategies for effectively utilizing information systems (IS) to transform and elevate small businesses in France”.

Despite available technology solutions and benefits, this research will address the challenges small businesses face in embracing IS for transformation (Nguyen et al., 2015) in France context.

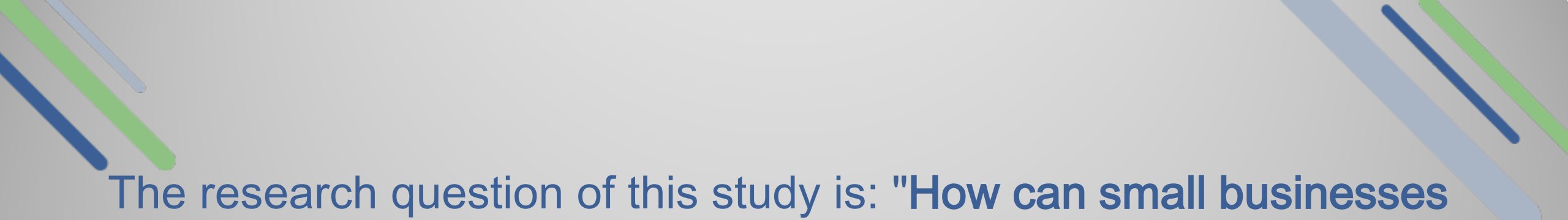
This research fills this gap by acknowledging, exploring challenges, and proposing actionable strategies for successful IS implementation.





# Research Question

The research question that guides the study



The research question of this study is: "How can small businesses in France effectively strategize the implementation and utilization of information systems to drive meaningful transformation growth?"

This question highlights the importance of using IS for comprehensive business transformation, emphasizing practical and contextually relevant strategies.








# Aims and Objectives

It will cover the aims and objectives of this study, as well as the challenges faced by small business when implementing Information Systems and the solutions to mitigate these challenges.



In today's information-driven economy, information systems (IS) offer advantages like competitive edge, efficiency, and better decision-making for businesses (Stair & Reynolds, 2015).

However, in France, SMEs adopt digitization later than larger firms, facing limitations in high-speed internet, management software, e-commerce, cloud computing, and data analysis (Faquet & Malardé, 2020).





Challenges hindering effective IS implementation and adoption in small businesses include:

Lack of Proper Planning (Nguyen et al., 2015; Carson & Gilmore, 2000).

Financial and Resource Constraints (Galvão et al., 2018).

Cost Perception (Levy et al., 2003).

Lack of Technical Expertise (Carbonara, 2005; Nguyen et al., 2015).

Resource Limitations (Bruque & Moyano, 2007).

Security Concerns (Lee & Lee, 2015).



Strategies for IS implementation in small businesses for transformation:

Effective Communication (Nguyen et al., 2015).

Training and Socialization (Bruque & Moyano, 2007);  
(Bruque & Moyano, 2007).

External Network Interactions: (Nguyen et al., 2015);  
(Izushi, 2005).

Adoption Rationale (Nguyen et al., 2015).

Consumer-Centric Approach (Seufert & Meier, 2016).

Addressing Security Challenges (Lee & Lee, 2015);  
(Seethamraju, 2015).





# Key Literature

Existing literature collected from academical and validated sources such as journals, books, articles, conference proceedings etc.

Recent IS advancements empower global business reach, aiding local SMEs like France (Malhotra et al., 2013; AlBar & Hoque, 2019). Amid COVID-19, France excelled in e-commerce (Nicolai & Grange, N.D.).

IT-fueled IS drives globalization and automates tasks, bolstering businesses in dynamic markets (Legner et al., 2017). Entrepreneur-driven transformation and enhanced customer experiences are essential (Li et al., 2017; Westerman et al., 2014).

IT innovations like ERP enhance SME performance through streamlined processes and real-time data access (Seethamraju, 2015), propelling growth and efficiency.






# Methodology and Research Design

The research methods to be used in this research.





To address research objectives, a mixed-methods approach is used.

Quantitative data collection via surveys to assess IS adoption and challenges with statistical analysis (Runeson & Höst, 2009).

Qualitative data collection via interviews to explore experiences and content analysis identifies IS strategy gaps (Bhatia, 2018; Caulfield, 2019).

Observations offer insights into operations (Runeson & Höst, 2009).







# Ethical Considerations and Risk Assessment

Will cover the Ethical regulations and risk mitigations to be adhered and considered in this research.

Informed consent (Sim & Waterfield, 2019).

Adherence to data privacy rules and ethical standards, guaranteeing confidentiality and feedback (Runeson & Höst, 2009).

To counter biases and security concerns, cyber security practices and transparent data analysis are employed (Bott, 2014).

A toolkit will be developed, providing small French businesses with structured guidance and practical tools for IS implementation.





# Timeline of Proposed Activities

A 24weeks/6months research timeline of the proposed activities

## Research Timeline:

Literature Review (4 weeks): Identify gaps and theories.

Data Collection and Analysis (8 weeks): Surveys, observations, interviews for data.

Framework Development (4 weeks): Create a critical IS utilization framework.

Toolkit Creation (4 weeks): Develop actionable strategies for IS implementation.

Writing and Finalization (4 weeks): Compile findings and toolkit into proposal.





# Conclusion

Conclusion of the study

IS drive global transformation, cutting costs (Malhotra, et al., 2013). French SMEs started digital shift in 2019, shown during COVID-19 (Elinext, 2020; Faquet & Malardé, 2020).

Challenges like resources and security exist (Nguyen, et al., 2015), but training and collaboration can overcome (Bruque & Moyano, 2007).

This research tackles French SMEs' challenges, providing IS solutions for growth. Aiming to reshape digital adoption, research impacts businesses and academia.

Ultimately, it propels French SMEs' digital journey, leveraging IS for growth.





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The references used in this research proposal/presentation



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# Thank You