

NAME and SURNAME : Aykut Hamit TURAN

TITLE : The Effects of Information Systems on SME's Performance Within the Context of Resource Based View: An Empirical Assessment in Denizli Province

ABSTRACT

The most important measure differentiating successful and unsuccessful organizations in the free market economies is how high their labor productivity is and how much those organizations have overall organizational and information technologies performance. Organizations are differentiated with respect to how efficiently and effectively they employ organizational, human and technological capabilities and resources. Successful and unsuccessful organizations are distinguished in regard to how effectively and efficiently they choose and apply appropriate competitive strategies in domestic and international markets. Besides, managers and academicians are thinking that the organizations do not get the required benefits from technology investments as much as expected.

In this study, the effects of technology, human and organizational resources and capabilities on overall organizational and information technologies performance are investigated empirically within the context of Resource Based View. In addition, the factors effecting workforce productivity and whether workforce productivity is differentiated by industry and firm size have been investigated. Moreover, whether different competitive strategies are creating variations in overall organizational performance and information technologies performance and firm sizes create differences in the perceptions of benefits acquired from technology implementations are researched. The sample of the study is made up of Small and Medium Size Enterprises (SMEs) operating in Denizli province of Turkey

and as the data collection method, a survey instrument and quantitative analysis methods have been adopted.

Data and information on organizational, managerial and structural aspects of SMEs are also collected, analyzed, interpreted, and reported. The survey instrument has been developed by previously tested instruments studies, acquired by intensive literature review.

Keywords: SMEs, Information Systems, Information Technologies Management, Productivity, Performance, The resource Based View, Survey Instrument