

## ABSTRACT

### BARRIERS TO IMPLEMENTATION OF INFORMATION AND COMMUNICATION TECHNOLOGIES AMONG SMALL AND MEDIUM-SIZED ENTERPRISES – THE DIGITAL DIVIDE THROUGH THE BUSINESS LENS

The cost of technology has been constantly declining, making it more accessible and achievable by small businesses. This study shows that the mere acquisition of Information and Communication Technologies (ICTs) is not sufficient to the success of technology use by businesses. A comprehensive survey applied to 679 companies in the Central California area, more specifically in the city of Fresno and surroundings, provided valid data proving the hypothesis that the main barrier to ICT use among organizations in this geographic area is lacking education and planning for ICT adoption and implementation.

This study also provides recommendations to user companies, as well as to technology consultancy companies and suppliers in the technology industry, on how to better and more effectively serve small and medium organizations.

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