INVESTIGATING THE CAPABILITY OF MICROENTERPRISES TO GROW THROUGH ACCESS AND USE OF TECHNOLOGY

Travis Godwin Good
College of Information Science and Technology
University of Nebraska Omaha

Abstract

Micro-enterprises (businesses with one to five employees) lie at the heart of the American economy but are not well-researched. It is believed that technology adoption has the potential to spark strong growth among micro-enterprises, but current technology adoption models are tailored for large businesses and do not consider the human, social, and economic inputs peculiar to micro-enterprises. This research investigates the capability of micro-enterprises to access and use technology to grow their businesses. Framed as an operationalization of Sen’s capability model, the research seeks to generate concepts and theory about micro-enterprise needs, how micro-enterprises function, and how micro-enterprises access and use technology, using a multiple-case study methodology. A pilot study demonstrates the relevance of the frame; conclusions are drawn and the direction of the full study is suggested.