



Adoption of Technology for the Management of Paraguayan Microenterprises

Dr. Raúl Marcelo Ferrer Dávalos

Universidad Americana, Asunción, Paraguay

Abstract

Some of the characteristics of microenterprises, such as dependence on a limited number of clients, limited knowledge of administrative management, limited resources such as labor and finance, as well as high vulnerability to risks, constitute important challenges that they must face. Considering this, microenterprises should take advantage of their strengths, such as greater flexibility, innovative capacity and rapid decision making, to implement technology and thus increase their chances of success and competitiveness. The purpose of this study is to determine how the adoption of information and communication technologies influences the administrative management of microenterprises in Paraguay. This mixed methods research used a case study design with an action research approach. The study was divided into four stages; first, an exploratory phase with a mixed sequential exploratory, qualitative-quantitative design. A second phase of planning, design and development of a management software tailored to the needs identified and after a first performance measurement. The third phase was the implementation of the management software. And in the fourth phase, a mixed approach was used with a sequential explanatory, quan-qualitative design, including a new performance measurement, and a last round of interviews. The results indicate that 56.2% of the participants gave a low rating to the management capacity of their companies before the implementation, while for 96.6% of the participants, their management improved significantly after the implementation, indicating the positive effects of an adequate implementation of technology.

Keywords: competitiveness, implementation, measurement, performance, software