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ABSTRACT

Information Technology plays an important role in improving organizational competitiveness and as a result the economic growth of a country, particularly within the emerging context. This research in progress examines the extent of information communication technology (ICT) skills, use and adoption among owners of small and medium enterprises (SMEs) in Morocco. The framework for this analysis is the original Technology Acceptance Model (TAM) with the inclusion of four additional variables namely: subjective norm, computer experience, perceived financial cost and personal innovativeness.

Keywords

Technology Acceptance Model, SMEs, emerging markets, subjective norm, computer experience, perceived financial cost, personal innovativeness.