

THE OPPORTUNITIES FOR INFORMATION TECHNOLOGY UTILIZATION TO STRENGTHEN THE GROWTH OF SMALL AND MEDIUM ENTERPRISES

Abdhy Aulia Adnans ¹ & Zainal Abidin Tarigan ²

^{1,2} Universitas Sumatera Utara, Medan, Indonesia

¹ Author Email: abdhy.aa@usu.ac.id

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Abstract: *This paper aims to present the advantages of the use of information technology that supports the growth of small and medium enterprises. The integration of technology represents the base for the business environment to consolidate and to achieve continuous improvement. The study represents the literature review of the primary sources in the field, and it is one of the first papers that gives an overview of the latest essential aspects of the business sector. The main focus of the paper is to explore the opportunities of new technologies for Small Medium Enterprises (SME) in Indonesia. It has the primary objective to highlight the role of information technology integration in gaining competitive advantages on local and international markets. The results of the study conclude that the use of information technology supports small and medium enterprises growth.*

Keywords: Numerous Challenges, Global Manufacturing, Small-Medium Enterprises (SME), Information and Communication Technology.

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