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PRODUCT BACKGROUND

In Malaysia 97.3% business establishments, 65.5% total employment and 36.3% GDP are SMEs. SMEs that adopt Cloud Computing Services (CCS) can receive value over time if they continue to use the CCS solution after implementation. The assessment of the factors that affect SMEs to continuous use CCS, not a simple task due to lack of adequate methods and tools for such task. The model designed to help organizations maximize the value of CCS by increasing knowledge about the extent to which various factors affect the continuous use of CCS. The developed model will help CCS providers to increase their competitive edge and will help SMEs to increase their financial and non-financial performance.

PATENT / COPYRIGHT

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BENEFITS/USEFULNESS

For SMEs:

- Help decision-makers by focusing on important factors.
- Improve the chances of making intelligent decisions aligned with business objectives.
- Maximize the value of the CCS to increase their performance.

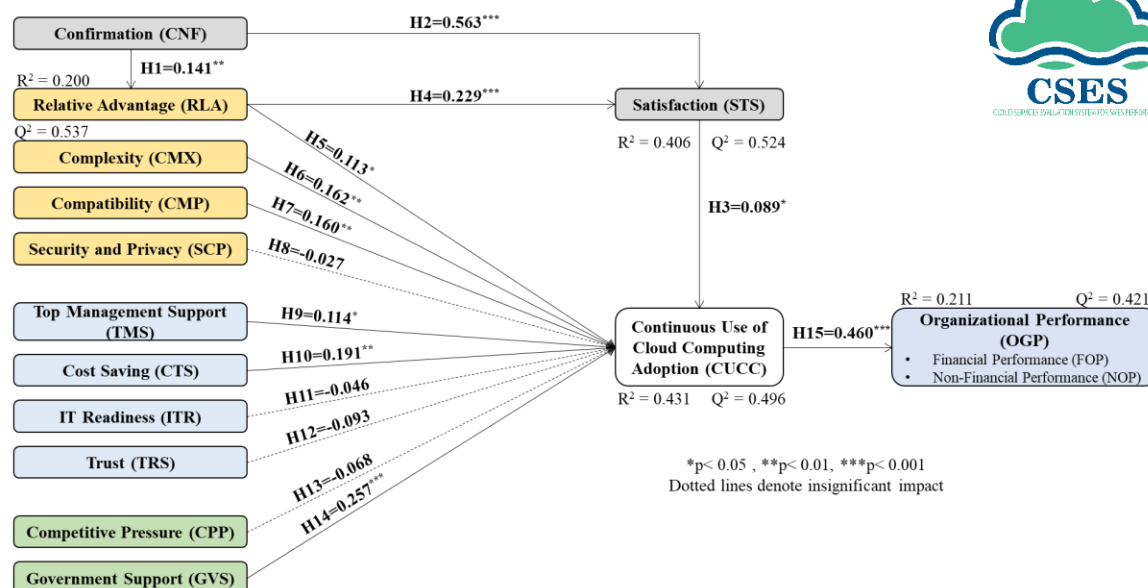
For CCS Providers:

- Guide in understanding the influencing factors affecting continued use of CCS in SMEs so that they can successfully manage customers' concerns in this highly competitive market.
- Increasing knowledge of factors affecting CCS adoption and use.
- Help to drive improvements to products and marketing strategies which can increase the competitiveness in the market place.

PUBLICATIONS

1. Factors Influencing the Continuous Use of Cloud Computing Services in Organization Level, ICAIP 2017, Bangkok, Thailand.
2. Factors Affecting the Continuous Use of Cloud Computing Services from Expert's Perspective, 2017 IEEE Region 10 Conference, Penang, Malaysia.
3. Conceptualizing a model for the continuing usage of Cloud-Based Business Services and Its Impact on SMEs Performance. Submitted

CLOUD SERVICES INFLUENCING FACTORS TO ORGANIZATIONAL PERFORMANCE



THE GREEN COMPUTING INITIATIVE

CCS technology initiative minimize the use of paper; and optimize the information process in organization. The result of using the model to evaluate organizational performance helps in minimizing excess and wastage in technology usage.

NOVELTY

A new model developed to determine the factors influencing SMEs to use CCS and measure its effect on their financial and non-financial performance.

THE PRODUCT

MARKETABILITY

A model that is useful for cloud computing providers and SMEs in continuing use of cloud services



ACHIEVEMENTS

1. Gold Medal, Creation, Innovation, Technology & Research Exposition (CITREX 2018), UMP
2. Best Paper Award COMSCET 2016 Conference, UTM Kuala Lumpur.
3. Best Paper Award 1st Runner UP, NCON-PGR2016, UMP

COLLABORATORS



EVALUATION DETAILS	
Category Name	Continuous Use of Cloud Computing, Confirmation and Satisfaction Evaluation
Benchmark Criteria	50.00%
Score Obtained	80.00%
Final Category Performance	Pass
Date/Time of Evaluation	12 Apr, 2018 [14:58]