AN INTEGRATED MODEL TO EVALUATE THE EFFECTS OF CLOUD COMPUTING SERVICES ON SMEs PERFORMANCE

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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 continue 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.

CLOUD SERVICES INFLUENCING FACTORS TO ORGANIZATIONAL PERFORMANCE

- Confidentiality (CN)
- Relative Advantage (RAA)
- Complexity (CMX)
- Compatibility (CM)
- Security and Privacy (SP)
- Top Management Support (TMS)
- Cost Saving (CST)
- IT Readiness (ITR)
- Trust (TR)
- Competitive Pressure (CPP)
- Government Support (GSS)

PATENT / COPYRIGHT

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MARKETABILITY

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

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 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.

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 so that they can successfully manage customers’ concerns in this highly competitive market.
- Increasing knowledge of factors affecting CCS adoption and use.
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Achievements

1. Gold Medal, Creation, Innovation, Technology & Research Exposition (CITREX 2018), UMP
3. Best Paper Award 1st Runner UP, NCON-PGR2016, UMP

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

PUBLICATIONS

3. Conceptualizing a model for the continuing usage of Cloud-Based Business Services and Its Impact on SMEs Performance. Submitted

COLLABORATORS

3. Conceptualizing a model for the continuing usage of Cloud-Based Business Services and Its Impact on SMEs Performance. Submitted

THE PRODUCT

CSES – Cloud Services Evaluation System for SME Performance