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CONTEMPORARY MANAGEMENT CHALLENGES AND THE  
ORGANIZATIONAL SCIENCES

Thematic focus:  
STRATEGIC ORGANIZATION FOCUSED ON SUSTAINABLE  
ENTERPRISE COMPETITIVENESS

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## THE USE OF ICT IN SMALL AND MEDIUM ENTERPRISES FOR INCREASING COMPETITIVENESS

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### ABSTRACT

Information - communication technologies (ICT) made worldwide revolution in the corporate world. This paper is dedicated to the use of ICT in enhancing the competitiveness of companies in the market, and especially important for SMEs that are more strategically using this technology and its modern services. As a result of the use of ICT companies grow faster, invest more and are more productive than non-users. When companies invest more in new technology, they are more likely to become twice more competitive. Whether they are developing management information system for decision making support or implementation of improved communication, effective ICT emphasizes the importance of good information management. The main focus of this article is to consider how best management information can affect and improve corporate strategy to improve the company's strategy and final profit.

Keywords: competitiveness, ICT, small enterprises, medium enterprises.

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(Ramsey ., 2003).

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(Kotelnikov, 2014),

(Kushwaha, 2011).

Sigma, ISO

TQM, TPM, Six

Microsoft Office

Open Office, Linux Red Hat

NAVISON,

3,6

1,

Microsoft Exchange

Exchange,

Windows Active Directory,

Microsoft



1.  
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	2013	2013 (%)	2014	2014 (%)	2015	2015 (%)
	677	1,1	685	1,2	725	5,8
	140	-0,1	140	0,4	144	2,9
	300	5,1	321	6,9	344	7,3
	932	0,0	967	3,8	1.007	4,1
	1.624	-1,2	1.635	0,7	1.668	2,0
	3.673	0,0	3.749	2,1	3.888	3,7

(Quayle, 2003; Grandon Pearson, 2004).

( ) ,

(Dangayach Deshmukh, 2003; Sheils, 2003).

(Casolaro Gobbi, 2007).

2003). (Jimmy Li,

(Dangayach Deshmukh, 2003).

Cloud Computing. Cloud computing

computing Cloud  
(SaaS – Software as a Service)  
SaaS Google Apps Google.  
SkyInsight GoodData,

(PaaS – Platform as a Service).

Rackspace, Azure

( . ).

Skype,

Facebook

. Microsoft

Office,

computing

QuickBase.

Cloud

Computing)

(Cloud

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