

ADOPTION OF NEW TECHNOLOGIES IN SMALL AND MEDIUM ENTERPRISES. CASE OF AN AUTOMATIC IN THE RETAIL PAYMENT PROCESS

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[dx.doi.org/10.18374/JIMS-20-1.5](https://doi.org/10.18374/JIMS-20-1.5)

ABSTRACT

The adoption of Information Technologies in retail leads to confrontation by small and medium-sized companies, which despite feeling that these technology adoptions are favorable, are unwilling to install them in business, especially in Central America (Albright, 2017).

An evaluation of purchase times process was made comparing the conventional payment system with automation in retail points in a family business company.

It was found that the automatic system requires less time from the buyer compared to the conventional system through a hypothesis test of two independent samples. It was concluded that an economic and operational evaluation is required for the adoption of the new method to obtain a better approach.

Keywords: automation, purchase process, small and medium enterprises.

1. INTRODUCTION

Small and medium-sized enterprises in developing countries have complexities in adapting technology due to budget, infrastructure, scope of raw materials and budget. Also next to these causes, there is the little receptiveness to make changes in the way in which their operations have been carried out in the past.

A large part of the technologies available in the retail market remain unavailable in small and medium-sized companies in Latin American countries.

The integration of bar code readers, accounting systems and real-time inventory are still unavailable in many stores, especially points of sale that are not large areas such as shopping centers, large supermarkets or distribution centers (Colwell 2019)

Much of the technology is known by small and medium-sized companies for the visit of the owners to the large stores, even so, they avoid taking these technologies into account due to local cultures and idiosyncrasies.

Administrative and managerial technology have been changing the way resources are managed in small businesses and in the way, resources are managed, usually limited in small retail businesses (Bruns & Johnson 2019)

Constantly changes in the habits of consumers regarding the way of buying or acquiring their products, the development of the online market, has generated the least interaction with the product provider and consumers show a certain preference to make their purchases online, what which, consequently, has created in parallel that these consumers consume and acquire their products through self-payment in stores.

They prefer to avoid interaction with the supermarket cashier and believe that they can pay for their products themselves at ATMs in retail stores.