Help-Seeking Behaviors by Small Businesses for IT Problems

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ABSTRACT

Small businesses constitute over 90% of business organization of United State according to the Small Business Association (SBA). In addition, the majority of new jobs are created by small businesses. For reasons such as these, the national and local economies in the United States are highly dependent upon the successfully operations of small businesses. Like their larger counterparts, small businesses increasingly rely on information technologies (IT) in their operations. However, unlike large companies, it is not easy for small businesses facing IT-related problems to afford internal or external technical support to help them address these problems. This study will investigate small business owners' ideas about and activities related to seeking help in their use of IT. Specifically, it will examine types of help, sources of help, and when these businesses seek help. This study will also investigate factors that influence small business owners' help-seeking behaviors. This study will conclude by providing suggestions to small business owners in their efforts to seek needed IT-related help.