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Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | Delivering Change in Emerging Digital Economy | Role of Information Technology in SMEs:SMEs have almost 40% share of production in the manufacturing sector which underlines the importance of SME sector, in India. Owners of SMEs are experts in their own field of specialization and at the same time keep their expenses low. Hence there will be always a need to cut down expenses by means of automation - may be of the manufacturing process or of the business process. Information Technology has given them opportunity to automate their repeated processes and perform same more accurately. Thus use of Information Technology in manufacturing processes or in the business processes will increase productivity of the SMEs. SMEs unit can incorporate Information Technology in following of their manufacturing/ business processes: a.Basic Office Automation b.Financial Accounting c.Purchase & Inventory Control d.Production Planning & Control e.Payroll Processing f.Design & Drawing g.Project Management h.Marketing & Sales Force automation i.Customer service j.Email k.Web site I.ERP. An implementation of IT certainly enhances productivity of SMEs and GDP of the nation.This book presents the findings of the research undertaken in India, by the author | Format: Paperback | Language/Sprache: english | 232 pp.

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