

## **MIS Strategy and Its Influence on the SMEs**

Mojtaba Abounajmi\*, Behrooz Gharleghi\*<sup>a</sup>, Behrang Samadi\* and Norizan Abdul Majid\*\*\*

*New technology has impacted more benefits to firms to enhance their products and also to compete with other competitors in the global setting. The objective of this paper is to examine the relationship between the subjective norms, perceived usefulness and perceived ease of use of the product towards the MIS competency to maximize the utilization of resource management on global SMEs in Iran. The correlation test as well as regression analysis are performed using SPSS to identify these relationships. The empirical results revealed that there is a positive and significant relationship between subjective norms and perceived usefulness towards the MIS competency. The present study contributes to the better understanding of the importance of the MIS strategy and competency in global SMEs.*

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