

SMES UTILIZATION OF MARKETING INFORMATION SYSTEMS (MKIS) FOR CASE STUDIES IN DAR ES SALAAM, TANZANIA (A THEORETICAL REVIEW)

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SMEs operate in a globally competitive and turbulent environment. This has led to high closure rates for an important sector that employs many workers. MKIS facilitates decision-making and responses for businesses. Utilizing MKIS can provide critical marketing information on products, markets, and customers, enabling SMEs to survive better. Previous MKIS studies have revealed benefits in increased knowledge, business performance prediction, and better products and services. This paper examines theories and models that determine the utilization of an SME MKIS. In an exploratory design, the study uses desk research methodology to review the literature on MKIS utilization by SMEs. The overall study purpose is to examine the literature on SME MKIS utilization to answer three research questions on existing theories and empirical studies on MKIS, models and research design. Key findings are that the leading theories identified are diffusion of innovation (DIT) and unified acceptance and use of technology (UTUAT). A model data bank of three theoretical and three empirical MKIS models is reviewed and presented. The role of MKIS in business, MKIS types, its drivers, and features are discussed. Finally, the paper presents study implications for the working proposition, research questions, and an analysis model.

Keywords: *MKIS, SMEs, utilization*