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AI adoption for small, medium, and new firms: A Practical Guide and recommendations

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Abstract

Our proposed comprehensive framework addresses the unique challenges and opportunities faced by small and medium enterprises (SMEs) and new businesses in the AI landscape. By analyzing their typical customer's attitudes towards AI, the need for data privacy based on sensitivity of data, and the level of cybersecurity adoption they have currently undertaken, the paper provides actionable recommendations for three distinct adoption levels when it comes to AI technologies: avoid, cautious, and widespread. Through practical insights we aim to equip business practitioners with the knowledge and tools necessary to successfully integrate AI into their operations at the appropriate level and scale.

Conference Track

MIS and Business Analytics