METHODOLOGY AND WORK PLAN

An empirical study will be carried out in this research in order to get better understanding of the subject matter. The exploratory research is flexible and allows the researcher to change direction on the light of new data.

Research philosophy
The various factors of ICT adoption highlighted in the existing literature has shown positive nature and that its proper usage has positive impact for the business value. Therefore the research methodology belongs to the positivism research philosophy.

Research Approach
The research approach used in this study is rather deductive; to start by developing a hypothesis or using an existing theory, and then employ a suitable strategy to test such a theory or hypothesis.

Research Strategy
The strategy that is used in this research is questionnaire survey with a cross-sectional time horizon due to the time available to undertake the research.

Data Collection
Data collection will be mainly from primary and secondary sources. Primary data will be collected through the questionnaire survey whereas secondary data source used in this study will came from literatures and scientific journals

Population Selection and Sampling
The samples population for the prosed research will be SMEs from Jammu and Kashmir, and the sampling method will be convenient sampling.

Data Analysis
The method that is applied in this research is the coefficient of correlation using SPSS. Correlation is the measure of the strength of a linear relationship between two quantitative variables.

Work Plan
The current study draws intentions upon the following work plan. Chapter 1 will present the research background, shortfalls of previous research as well as some critics from the literature reviewed. In addition, the research aim, research justification, significance, scope as well as the research objectives will be also highlighted in this chapter. Chapter 2 aims to provide a thorough review of recent literature about information and communication technology (ICT) use for business in SMEs, to get a clear understanding about the specific field of study and to have an insight into the tested methods, procedures and interpretations of similar studies conducted elsewhere. In chapter 3 different aspects of ICT adoption like ICT user groups, ICT adoption perspectives, factors affecting ICT, categorization of ICT adoption factors and strategies to reduce inhibiting factors will be discussed. Chapter 4 is aimed to discuss the definitions and classification of SMEs, their benefits, contributions and constraints. In chapter 5 research methodology will be discussed. Chapter six mainly belongs to data analysis and fact findings. In chapter seven summary and conclusion will be presented.