

# Abstract Submission

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## Abstract

The exploration of how IT investment can add value in industry has a long history. There has been much debate regarding the benefits or otherwise of the evaluation of IT investment in terms of financial expenditure and return on investment. There is, however, scope for an investigation into how businesses perceive value in the absence of a financial cost through the use of zero-cost solutions.

While the adoption of zero-cost services in larger enterprises may be a fraction of the IT portfolio, the adoption of IT in a micro-enterprise has the potential for a proportionally significant impact. The micro-enterprise sector in Ireland makes up over 90% of all registered businesses and employs 27% of the workforce. The sector, however, has been under-represented in information systems research.

Over the last five years the Irish economy has been subject to a recession. In times of limited access to capital and limited options in terms of growth and investment, micro-enterprises in Ireland have had to weather the storm as best they can, seeking efficiencies and compromises that previously may not have been considered. In this study, through semi-structured interviews with the key decision-makers of ten Irish micro-enterprises, the value of IT investment is investigated within the context of the micro-enterprise, and the adoption or otherwise of zero-cost solutions is examined.