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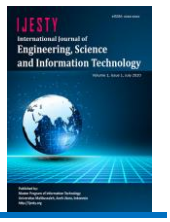

Mapping Technology Acceptance Research in MSMEs

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Abstract

MSMEs contribute significantly to the Indonesian economy but often face challenges in technology adoption. This research identifies factors and barriers to technology acceptance in MSMEs, aims to formulate support strategies, and highlights the role of all in increasing technology acceptance. The results are expected to provide practical solutions for the MSME sector. This research uses qualitative methods with bibliometric techniques using the Vosviewers application. Searches used keywords such as external stimuli, Obstacle, Opportunity, Challenge, Cognitive response, and Readiness. The idea was to search for articles via Publish or Perish with 762 articles, which were then processed using VosViewers. The analysis results found that scientific mapping and the possibility of future research regarding technology acceptance could be used as a recommendation variable for future researchers as a reference for subsequent articles.

Keywords: *Map, Technology, MSMEs, Economy, Research.*

1. Introduction

Micro, Small and Medium Enterprises (MSMEs) play a crucial role in the Indonesian economy, contributing significantly to gross domestic product and job creation. However, MSMEs often face various challenges in adopting technology which can improve their efficiency and competitiveness. Several factors, such as knowledge of technology, access to resources, and attitude towards innovation, influence technology acceptance in MSMEs. Despite the massive potential for digital transformation, many MSMEs are still hesitant or lack understanding of the benefits of technology. This research mapping aims to identify and analyse the factors influencing technology acceptance in MSMEs and the barriers faced in the adoption process. With a deeper understanding of these dynamics, effective strategies are expected to be formulated to support MSMEs in utilising technology to improve productivity and competitiveness. In addition, this research will also examine the role of government and related institutions in providing support, as well as the importance of education and training to improve technological literacy among MSME players. Through a thorough mapping, it is hoped that practical solutions can be found to encourage technology adoption in the MSME sector.

2. Literature Review

Technology acceptance is an efficient framework to predict and explain how individuals adopt information technology in the workplace (Davis, 1989; Davis, Bagozzi, & Warshaw, 1989). This model suggests that users' attitudes toward a new system are determined by their intention to use it, which is influenced by beliefs regarding the system's perceived benefits and ease of use. The Technology Acceptance Model (TAM) adopts a causality approach from the TRA model developed by Fishbein and Ajzen. In this model, Davis emphasises two beliefs, namely perceived usefulness (PU) and perceived ease of use (PEU), which play an essential role in shaping attitudes towards the use of information systems. He also found that the effect of PU on user acceptance is more significant than the effect of PEU[1][2].

Research should continue understanding how small and medium-sized enterprises can implement appropriate innovations. By identifying various factors that influence technology acceptance, such as views on technology, support from the environment, and challenges faced, researchers can provide helpful information for developing effective implementation strategies. In addition, this research can assist relevant parties, including the government and financial institutions, in designing programs that support technology adoption in the MSME sector, thereby improving competitiveness and overall economic growth.

External stimulus and cognitive response are used as keywords in bibliometric analysis. Factors that researchers often use to express cognitive responses are Benefits, Drivers, Barriers, and Challenges.

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3. Research Methods

This article uses a qualitative research method with a historical approach. This approach is used to find developments, trends or mapping of research on technology acceptance. This research was conducted in two stages. The first stage is systematic data collection. The data from this research are articles published in reputable international journals.

The second stage is to analyse the collected articles using bibliometric analysis. Bibliometric analysis analyses and systematises data in words or wording derived from the titles and abstracts of published articles. This analysis helps develop, trend, or map the latest innovative product research so that the research results also help provide recommendations for research themes or variables for future researchers [21].

The data collection consisted of research articles taken from a group of leading journal publishers: 1) Wiley, 2) TaylorFrancis, 3) Springer, 4) Emerald, and 5) Elsevier. Articles were collected from accessible databases of the four groups of journal publishers.

Search for articles using Publish or Perish (PoP). This software helps find articles with relevant research topics. The data collection stages are as follows:

1. Research collected by the software was reduced based on journals written in English. Source articles from reputable journals.
2. The search was limited to journal articles in the scientific fields of management, business, economics, social, information, and entrepreneurship. This study's data did not include conference proceedings, meeting results, or books.
3. Articles to be analysed were checked for research completeness regarding the presence of “title”, “abstract”, and “keywords”.
4. The completeness that needs to be considered in selecting articles to be processed is DOI, publishing journal, publisher, article URL, Number of citations, GS Ranking, CitesPerYear, CitesPerAuthor, and AuthorCount.Data Analysis Method.

Bibliometric analysis using the VOSviewer application. The study showed a map of innovative bibliographic products. The resulting bibliometric analysis is a map of bibliographic data and text data extracted from the titles and abstracts of selected articles.

The analysis results are used to map and develop reference fields of study. Scientific mapping analyses the trends and patterns of scientific research development related to the results of research studies on technology acceptance.

VOSviewer analyses published scientific articles. VOSviewer visualises knowledge development through network visualisation and provides cluster labelling. In other words, VOSviewer includes information about research updates and how much research related to this field has been done.

4. Result and Discussions

4.1. Numbers Of Publication Years

The early 2000s witnessed positive progress in the journey of technology acceptance in MSMEs. Factors such as education, government support, and practical experience played an essential role in increasing acceptance. In the future, it is crucial for MSMEs to continuously evaluate and adjust their technology strategies to remain competitive, as the increasing use of advanced technologies creates a new ecosystem for innovation. The number continues to increase with the emergence of various digital platforms as public access to recognise and use the latest technology. This technology change is drastically changing the industry landscape, driving a transformation in business management strategies. This condition attracts the training of many researchers to conduct research related to new product innovation, both as an article title and as a keyword in research. The search results show 762 articles from 1932 to 2024, as shown in chart 1.

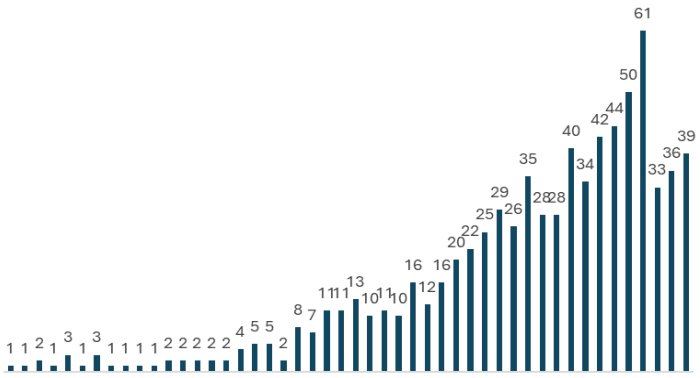

Fig 1. Numbers of Publication Years from 1932-2024

4.2. Authors Analysis

The author's analysis uses the Google Scholar (GS) ranking. GS has the same function as the Thomson ISI Web of Knowledge, which produces Journal Impact Factors (JIF). The JIF assesses the impact factor of an article [21]. GS has an advantage in ranking through access to free articles. Free article access allows researchers to create articles as references, regardless of the financial capabilities of the research institution.

Table 1. Active Publication per Year From 1932-2024

Author's Name	Title	GS Rank
F Meng, Y Xu	Tourism shopping behaviour: planned, impulsive, or experiential?	439
Q Yin, J Shen, Z Zhang, H Yu, Y Li	Reversal of multidrug resistance by stimuli-responsive drug delivery systems for therapy of tumour	481
K Liu, Y Kang, Z Wang, X Zhang	25th-anniversary article: Reversible and adaptive functional supramolecular materials: "Noncovalent interaction" matters	620
X Wang, L Dong, H Zhang, R Yu, C Pan, Z Lin Wang	Recent progress in electronic skin	180
R Dong, Y Zhou, X Huang, X Zhu, Y Lu, J Shen	Functional supramolecular polymers for biomedical applications	260
W Wang, Y Liu, J Leng	Recent developments in shape memory polymer nanocomposites: Actuation methods and mechanisms	622
CY Sun, Y Liu, JZ Du, ZT Cao, CF Xu, J Wang	Facile generation of tumor-pH-labile linkage-bridged block copolymers for chemotherapeutic delivery	881
Z Pei, Y Yang, Q Chen, Y Wei, Y Ji	Regional shape control of strategically assembled multi-shape memory trimers	71
J Liu, M Li, Z Luo, L Dai, X Guo, K Cai	Design of nanocarriers based on complex biological barriers in vivo for tumour therapy	617
T Yang, D Xie, Z Li, H Zhu	Recent advances in wearable tactile sensors: Materials, sensing mechanisms, and device performance	860
X Qian, Q Chen, Y Yang, Y Xu, Z Li, Z Wang, Y Wu, Y Wei	Untethered recyclable tubular actuators with versatile locomotion for soft continuum robots	256
Z Lv, Y Zhou, ST Han, VAL Roy	From biomaterial-based data storage to bio-inspired artificial synapse	641
Y Wang, Y Li, D Liu, M Zou, B Zhang, Y Wang	The role of response readiness in subliminal visuomotor processes	37
Y Qiao, J Wan, L Zhou, W Ma, Y Yang, W Luo, Z Yu, H Wang	Stimuli-responsive nanotherapeutics for precision drug delivery and cancer therapy	65
A Zhang, K Jung, A Li, J Liu, C Boyer	Recent advances in stimuli-responsive polymer systems for remotely controlled drug release	325
L Zhu, O Kara, X Zhu	A comparative study of women entrepreneurship in transitional economies: The case of China and Vietnam	741
M Zhang, S Yao, W Rao, J Liu	Transformable soft liquid metal micro/nanomaterials	910
S Huang, X Kou, J Shen, G Chen, G Ouyang	"Armor-Plating" enzymes with metal-organic frameworks (MOFs)	133
YM Zhang, YH Liu, Y Liu	Cyclodextrin-based multi-stimuli-responsive supramolecular assemblies and their biological functions	461
N Sabahi, W Chen, CH Wang, JJ Kruzic, X Li	A review of additive manufacturing of shape-memory materials for biomedical applications	558
L Song, Y Zhou	The COVID-19 pandemic and its impact on the global economy: what does it take to turn crisis into opportunity?	699
C Zhang, L Yan, X Wang, S Zhu, C Chen, Z Gu, Y Zhao	Progress, challenges, and future of nanomedicine	783
X Xin, L Liu, Y Liu, J Leng	4D printing auxetic metamaterials with tunable, programmable, and reconfigurable mechanical properties	877

Author's Name	Title	GS Rank
Y Liu, R Bao, J Tao, J Li, M Dong, C Pan	Recent progress in tactile sensors and their applications in intelligent systems	894
X Liu, J Liu, S Lin, X Zhao	Hydrogel machines	896

GS ranking can be seen from the author's contribution to producing articles yearly. Based on the data collected, 10 authors actively write. Table 1 shows the authors' contribution to producing articles each year [21].

4.3. Citation Analysis

Citation analysis shows how many articles are cited or referenced by other researchers. Researchers related to MSME technology, especially from 2017 to 2021

Changes in the macro environment create challenges in business management, which forces managers, both large enterprises and SMEs, to adapt quickly. In the face of these challenges, the commitment of researchers to develop science is getting higher, especially in the context of technology acceptance in MSMEs, to find solutions to problems in digital-based business management. Elsevier is the journal with the highest number of technology publications, as shown in Table 2.

Table 2. Author and Articles Cited in Technology Acceptance

Author's Name	Publisher	Citied frequency
FH Norris, SP Stevens, B Pfefferbaum, K F Wyche, R L Pfefferbaum	Springer	6765
JK Patra, G Das, LF Fraceto, EVR Campos, M d Pilar Rodriguez-Torres, L S Acosta-Torres, L A Diaz-Torres, R Grillo, M K Swamy, S Sharma, S Habtemariam, HS Shin	Springer	5421
RS Lazarus, R Launier	Springer	4946
JM Jani, M Leary, A Subic, MA Gibson	Elsevier	4413
F Danhier, O Feron, V Préat	Elsevier	3105
PM Salkovskis	Elsevier	2852
CE Helfat, MA Peteraf	Wiley Online Library	2310
SG Winter	Wiley Online Library	2025
GK Moe, WC Rheinboldt, JA Abildskov	Elsevier	2013
H Blumer	taylorfrancis.com	2000
WJ Bilkey	Springer	1730
JT Nigg	Wiley Online Library	1701
WN Isaacs	Elsevier	1579
HD Critchley	Wiley Online Library	1552
AM Hjalager	Elsevier	1529
A Bandura	Elsevier	1512
SA Denham	Taylor &Francis	1466
P Davidsson	Elsevier	1392
KL Bierman, CE Domitrovich, RL Nix, S D. Gest, J A. Welsh, M T. Greenberg, C Blair, Keith E. Nelson, S Gill	Wiley Online Library	1342
RC Newberry	Elsevier	1341
JM Berg, A Wrzesniewski, J E Dutton	Wiley Online Library	1333
TB Kashdan, P Rose, FD Fincham	Taylor &Francis	1321
GD Markman, RA Baron	Elsevier	1300
S Cotterall	Elsevier	1267
R Fuller	Elsevier	1265

4.4. Bibliometric Analysis

Bibliometric analysis helps research map and determine the extent of research development related to technology acceptance. So that the results of the research can identify relevant and current research themes or variables, thus clarifying the potential impact of research if it is developed.

In the Co-authorship analysis, there are authors associated with the names of other authors. The results of this analysis show that the authors collaborated in conducting research related to technology acceptance, as shown in Figure 1. Wang X collaborated with other authors. Three research teams did the three articles published by Wang X. Similarly, Chen Y and Li L produced two articles that were published by different author teams.

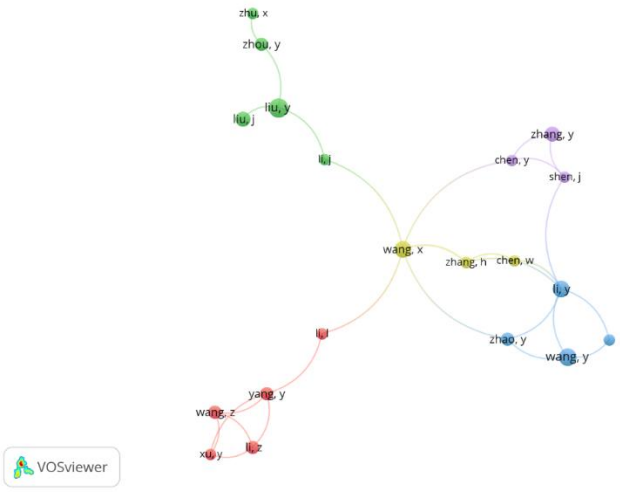

Fig 2. Author Network

The collaboration conducted by the authors shows a high commitment to continue conducting research related to technology acceptance. Table 3 shows the research titles that were used to conduct the study.

Table 3. Author Collaboration

Author	Title
X Wang, L Dong, H Zhang, R Yu, C Pan, Z Li Wang 2015	Recent progress in electronic skin
R Dong, Y Zhou, X Huang, X Zhu, Y Lu, J Shen 2015	Functional supramolecular polymers for biomedical applications
Y Liu, R Bao, J Tao, J Li, M Dong, C Pan 2020	Recent progress in tactile sensors and their applications in intelligent systems
H Zhang, T Fan, W Chen, Y Li, B Wang 2020	Recent advances in two-dimensional materials in innovative drug delivery nano-systems
X Qian, Q Chen, Y Yang, Y Xu, Z Li, Z Wang, Y Wei, Y Ji 2018	Untethered recyclable tubular actuators with versatile locomotion for soft continuum robots
X Zhong, X Wang, J Li, J Hu, L Cheng, X Yang 2021	ROS-based dynamic therapy synergy with modulating tumour cell-microenvironment mediated by inorganic nanomedicine
C Yu, L Li, P Hu, Y Yang, W Wei, X Deng, L Wang, F R Tay, J Ma 2021	Recent advances in stimulus-responsive nanocarriers for gene therapy
X Wang, L Li, SC Tan, L Yang, J Lei 2023	Preparing for AI-enhanced education: Conceptualising and empirically examining teachers' AI readiness
Y Chen, Y Zhang, H Li, J Shen, F Zhang, J He, J Lin, B Wang, S Niu, Z Han, Z Gou 2023	Bioinspired hydrogel actuator for soft robotics: Opportunity and challenges
Y Chen, X Wang, S Tao, Q Wang, PQ Ma, ZB Li, YL Wu, DW Li 2023	Research advances in innovative responsive-hydrogel dressings with potential clinical diabetic wound healing properties.
X Wang, H Zhang, X Chen, C Wu, K Ding, G Sun, D Xiang, Y Lou 2023	Overcoming tumour microenvironment obstacles: current approaches for boosting nano drug delivery

4.5. Network Visualisation Analysis Bibliometric

The results of the analysis with VOSviewer, which performs co-occurrence analysis, found 4,372 keywords related to technology acceptance. To produce more specific keywords in the title and abstract keywords analysis, the occurrence of keywords is limited to 3. From the restriction of nine occurrences, 182 keywords were obtained, divided into 9 clusters, as shown in Table 4.

Table 4. Keywords Clustering

Cluster	Keyword
Cluster 1	Advance, Advantage, artificial intelligence, basis, blood-brain, barrier, business, controlled delivery, current challenge, current status, data, device, disease, effectiveness, energy, exciting opportunity, external source, future opportunity, gene delivery, great opportunity, group, guidance, heat, higher education, key obstacle, light, main obstacle, major obstacle, modification, nanomaterial, nanotechnology, new opportunity, number, recent advance, recent progress, release, sensor, significant opportunity, surface
Cluster 2	Adolescent, affective response, awareness, benefit, challenging environment, chapter, client, cognitive ability, cognitive readiness, cognitive response, concept, concern, dimension, domain, importance, intervention, organisational readiness, overview, reader, recovery, resilience, stage, work
Cluster 3	Attempt, cue, drug delivery, environmental stimuli, external stimulation, functionality, good opportunity, incentive, index, internal stimuli, nanocarrier, nanomedicine, primary obstacle, recent development, resistance, ros, self-regulation, smart nanoparticle, bright polymer, stakeholder, strength, threat, weakness
Cluster 4	business opportunity, career, cause, cognitive function, considerable challenge, end, entrepreneur, line, major challenge, network, obstacle avoidance, opportunity recognition, paradigm, position, readiness challenge, region, scope, self-efficacy, state, target, term, variety, work readiness
Cluster 5	Achievement, ample opportunity, cognitive, cognitive development, competency, constraint, definition, language, learner, population, reaction, response readiness, self-regulation, step, subject, task, teaching, unique opportunity
Cluster 6	belief, challenging task, cognitive behavioural, cognitive challenge, confidence, course, emotion, exposure, game, gap, instance, literature, play, predictor, question, reason, return
Cluster 7	Assessment, cognitive approach, cognitive biases, cognitive strategy, college, college readiness, kindergarten, a new challenge, personality, researcher, self-efficacy, skill, student, technology readiness, technology readiness in, trust
Cluster 8	Association, cognitive factor, cognitive skill, key challenge, lesson, mean, online, online learning, pandemic, school, teacher, teacher readiness, year
Cluster 9	Activation, adaptability, antecedent, challenges, change readiness, cognitive process, driver, kindergarten readiness, link, young child

The results of the network visualisation analysis show that many small nodes represent the keywords generated from the study, as shown in Figure 2. This visualisation shows that there are still many research gaps that exist today. Much research related to technology acceptance is needed to fill these gaps. For example, the metaverse node “Considerable Challenge” is not yet connected to the metaverse model node “Entrepreneur”. This research is needed to generate scientific knowledge to understand, explain, and control the product.

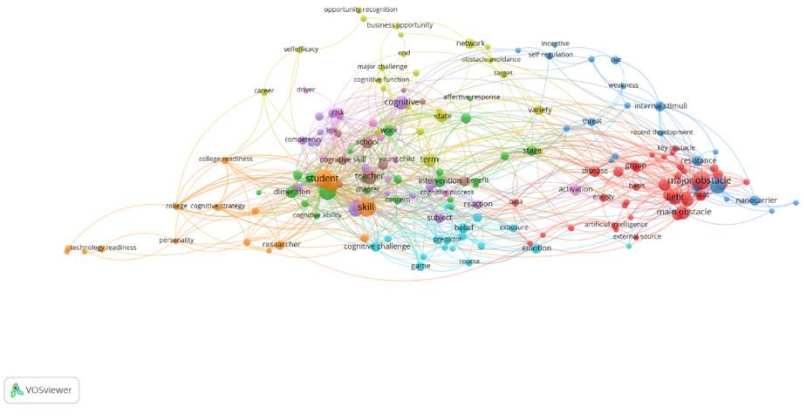

Fig 3. Network Visualisation in Technology Acceptance

4.6. Overlay Visualisation Analysis

Figure 4 shows that most themes have a bright yellow node colour. The yellow colour indicates that most of the articles were published around 2018. The results of this analysis can be the basis for the assumption that the themes related to innovative products are the most recent ones.

Based on the Overlay Visualization, themes related to Technology Acceptance are the latest studies. The previous data shows that Technology Acceptance research has generally been significant since 2017.

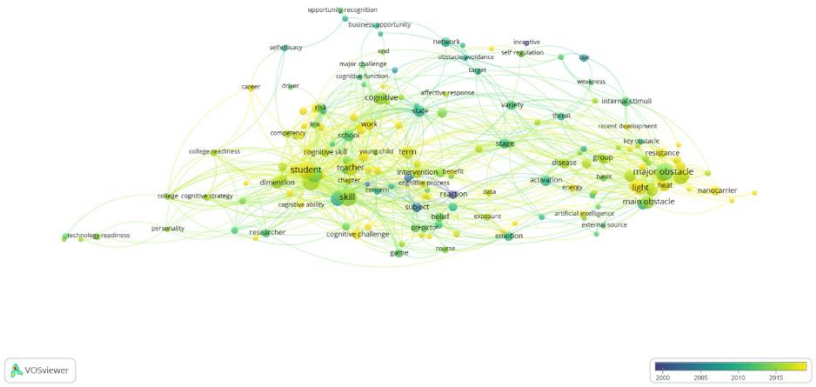

Fig 4. Overlay Visualisation in Technology Acceptance

4.7. Density Visualisation Analysis

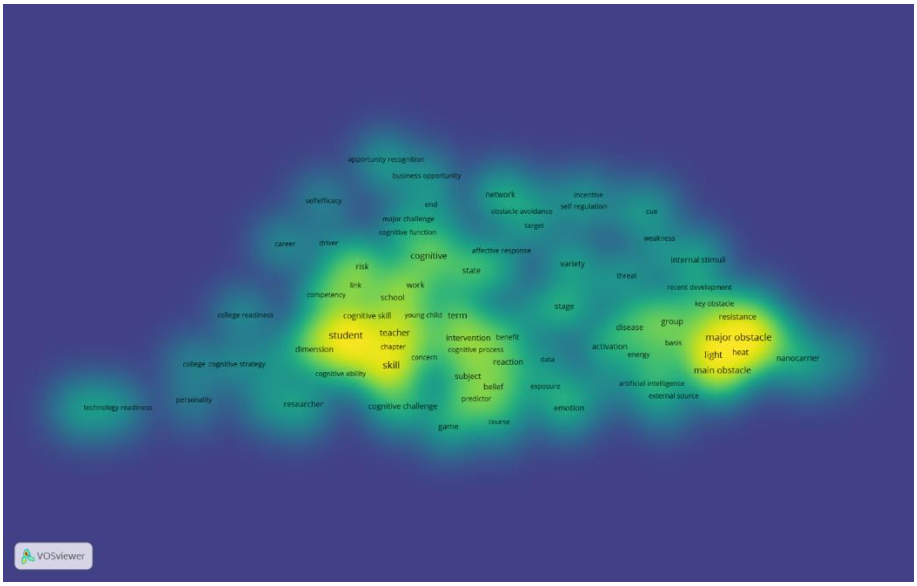

Fig 5. Density Visualisation in Technology Acceptance

Figure 5 shows the distribution of research related to technology acceptance in MSMEs (Micro, Small, and Medium Enterprises). This can be seen from the bright yellow areas that reflect high density in subthemes such as "student", "teacher", and "skill". This indicates that technology acceptance in skills and education research is entirely developed. However, other areas with low density, such as "technology readiness" and "researcher", indicate that there are still gaps in research in these subthemes. This void provides an opportunity for further research to enrich the discourse and expand the scope of technology acceptance research in the context of MSMEs.

5. Conclusion

Bibliometric analysis revealed that the scientific mapping of the development of technology acceptance still shows significant research gaps. This gap indicates that researchers should conduct further studies related to research mapping on technology acceptance in MSMEs. Some suggested topics or themes for additional research related to research mapping on technology acceptance in MSMEs have been identified.

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