



**Mapping the ICT Research Agenda
& the FP7/ICT Awareness Workshop
March 18-19, 2009**

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SMEs & ICT**



Small and Medium Enterprises (SMEs) play an important role in sustaining domestic and regional economic growth.

- SMEs are the Engine of Growth.
- SMEs are Essential for a Competitive and Efficient Market.
- SMEs are Critical for Poverty Reduction.
- SMEs Play a Particularly Important Role in Developing Countries.
- SME sector is the largest provider of employment in most countries, especially of new jobs.
- SMEs are a major source of technological innovation and new products.



Overview of the use of ICT at GoGSAT Limited

Our Company is **GoGSAT Limited** - a company incorporated in Jamaica since 2005. Our systems (www.gogsat.com and www.caribbeanexams.com) are used by over 10,000 students and hundreds of primary, preparatory and high schools in 17 Caribbean Islands.

www.GoGSAT.com
www.CaribbeanExams.com

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Welcome to GoGSAT.com
 Jamaica's Premier GSAT Examination Preparation Website!

We Get Results!

GoGSAT provides quality examination preparation and online help necessary to inspire confidence in all students in grades four, five and six. Use our unlimited, timed practice tests to build your child's familiarity with the Grade Six Achievement Test (GSAT).

Government Scholarship Winner 2007

"My son David won a Government Scholarship and will be attending Munro College. GoGSAT contributed to his success!"

David Pryce

CaribbeanExams.com

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Welcome to CaribbeanExams

The Caribbean's premier test prep website, designed by education professionals to help your child succeed!

CaribbeanExams provides practice tests and examination preparation material for students in grades 4-13 for the exams and territories listed below. **Click to learn more!**

Click to choose an exam.

Or first choose a territory
 and then click one of the exams.

BGCSE	All Islands (high school students)	Caribbean Examination Council (CXC/CSEC) Caribbean Advanced Proficiency Examinations (CAPE)
BJC		
CAP		
CAPE		
Cayman 11+		
Anguilla		



The CaribbeanExams.com system is used in the following islands.

All Islands (high school students) ▶
Anguilla
Antigua & Barbuda
Bahamas
Barbados
Belize
British Virgin Islands
Cayman Islands
Dominica
Grenada
Guyana
Jamaica
Montserrat
St. Kitts & Nevis
St. Lucia
St. Vincent & The Grenadines
Trinidad & Tobago
Turks & Caicos

The Effect of ICT on Examination Preparation

- Online test preparation programs present alternate learning strategies for students who do not perform as well using traditional methods.
- Teachers using these new approaches are perceived more favorably by students as evidenced by both student self-report and objective outcome testing (Smith & Woody, 2000; Bravo and Ortega ,2001).
- Multimedia materials offers attractive environment to students especially if the Internet is the framework used to support it.
- Self-paced learning.
- Less intimidating than classroom courses.
- Higher retention and faster learning.
- Uniformity of course content.
- Anywhere, anytime scheduling.
- Easy tracking.



Application of ICT at work at GoGSAT Limited

- The CaribbeanExams.com system prepares students for multiple choice tests.
- The system prepares students for short answer and essay questions using *LiveMarker* – a simulation tool designed to provide model answers for these types of questions.
- Simulated test environment.
- Provision of a real-time grade book that allows teachers and parents to conveniently keep track of the student's progress.
- The system features a *24-hour online help desk* manned by a full time cadre of graduate students, teachers and examination professionals.
- CaribbeanExams.com also features *live teacher monitored chat sessions*, here students are able to chat with teachers and other students on a daily basis.

Success of ICT use at GoGSAT Limited

Results of the Turks and Caicos Pilot Test

Biology

A paired samples t test of 13 students revealed a statistically reliable difference

between the Biology pre-test and post-test

Pre-Test	Post-Test
45	60
60	75
62	55
95	80
48	60
35	45
42	58
75	90
32	42
100	98
75	80
75	90
52	60

Table Showing Students Pre-Test and Post-Test Biology Scores

Results of the Turks and Caicos Pilot Test

Results of the Turks and Caicos Pilot Test

Mathematics

A paired samples t test of 13 students revealed a statistically reliable difference

between the Mathematics pre-test and Post-test scores.

Pre-Test	Post-Test
33	60
42	85
75	88
40	60
30	60
30	60
75	77
20	40
93	95
55	35
100	100
63	50
65	82

Table Showing Students Pre-Test and Post-Test Mathematics Scores



Conclusion

- SMEs should see the adoption of ICT as inevitable.
- SMEs should also look at ICT as a tool to stay alive and be able to compete on a level playing field with their foreign counter part.
- SME owners should find out how business intelligence and knowledge management solutions as well as new economy related assistance schemes offered by the government could assist them.
- SMEs need to embrace the state-of-art technologies to penetrate non-traditional markets and remain competitive in the face of increasing challenges posed by globalization, liberalization and technological advances.
- ICT has assisted GoGSAT Limited to provide the simulated environment that delivers a standardize test preparation service to thousands of students across the region. The company continues to grow from strength to strength because of the reach ICT has afforded it.