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INVESTIGATING THE PERCEPTION OF IRANIAN ORGANIZATIONS ON INTERNET OF THINGS SOLUTIONS AND APPLICATIONS

Abstract:

The main purpose of this study is to explore the perception of Iranian experts and executive managers of sample organizations on the benefits and barriers of Internet of Things (IoT) solutions implementation. Based on the review of the related literature and web sites, benefits and barriers of successful implementation to IoT solutions were identified. Through a self-administered questionnaire which was collected from 67 Iranian organizations the ranking and importance of benefits and barriers of IoT solutions implementation were determined based on the perception of the experts of the surveyed organizations . Analysis of data and the obtained results revealed that "improved customer experience" and "Supply chain optimization and responsiveness" are the most important benefits that the survey organizations expect to reap as a result of IoT solutions implementation. Also, "Integration challenges" and "cannot find right suppliers" were ranked as the most challenging barriers to IoT solutions implementation.

Keywords:

Internet of Things (IoTs), exploratory study, Benefits, Barriers, Iran

JEL Classification: M15