

## PROJECT DETAILS

Project Title:

**AI adoption among SMEs in Western Australia: A study looking at readiness, maturity and challenges**

Project Summary: aims, significance, expected outcomes and potential research impact.

**Aims:** Investigate AI adoption among SMEs in Western Australia. It looks at readiness, maturity, challenges apart from inform strategies for integration differentiating regional and urban SMEs.

**Significance:** Inform policymakers and business councils, drive economic growth, foster innovation, and enhance regional and urban SME competitiveness.

**Expected Outcomes:** Enhanced understanding of AI adoption, tailored integration strategies, and recommendations for fostering a supportive ecosystem for both regional and urban SMEs.

**Research Impact:** Stimulate economic growth, create employment opportunities, and promote a culture of innovation and entrepreneurship in Western Australia.

Preferred applicant skill set, describe the capabilities of the HDR applicant:

We are looking for a self-motivated PhD candidate with excellent organisation, problem-solving and project management skills.

Strongly desired and not essential:

1. Mixed method research methodology Quantitative and Qualitative skills including familiarity with SPSS and NVivo (or similar).
2. Experience working in the SME space.
3. Experience in using AI tools.

Contact person for the project:

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