ABSTRACT

Digital transformation, one of the key areas of change management in the digital age, is defined as a process of changes by the means of using IR technologies in firm’s operation. The extant literature suggests that implementation of digital technologies could improve communication, information flow, thus contributing towards value creation and firm performance. Notwithstanding of scarce financial, human resources and strategic capabilities to adopt new technologies among SMEs (Lee et al., 2020), the firm structure, which is more flexible as compared to large firms, offers opportunity in terms of quick decision making (Ghobakhloo & Ching, 2019) for the owner to adapt the firm’s business model with market changes and implement necessary changes to sustain in the business. Moreover, previous studies indicate SMEs gained benefit from technology adoption. Nevertheless, transformation towards digitalisation requires a considerable judgement of decision, investment and effort by management and among the employees.

Keywords: Digitalisation, Digital Transformation, Digital Strategy, SME, Change Management