



SCHOOL OF BUSINESS RESEARCH SEMINAR SERIES

Transforming SMEs in the Digital Age: Exploring the Antecedents and Impact of Digitalization in Australia

DATE: Friday 21 April 2023

TIME: 10:00am – 11:00am

MEETING DETAILS: Learning Studio 78, Level 7, 1PSQ & Zoom Online (Meeting ID: 867 8996 7322, Password: 145907)

RSVP: COB, Thursday 20 April 2023

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PRESENTERS:

The SME Digital Transformation Research Group

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ABSTRACT:

This study examines the antecedents to and the impact of digitalization on the organizational agility and business performance of small and medium-sized enterprises (SMEs) in three important Australian industry sectors. Using a modified Technology-Organization-Environment framework and iterative testing of structural models, it is found that digital capability, government support, competitive intensity, and stakeholders' influence strongly relate to digital transformation. Digital capability has a significant effect on digitalization across all three sectors, while support for other antecedents varies across the sectors. Further, the positive relationship between digitalization and organizational agility and business performance is supported across all three sectors, except for the professional services sector where the relationship is marginally significant. Overall, the study provides insights into the factors that drive digital transformation and its outcomes in various industry sectors and suggests ways of accelerating digitalization in SMEs.

The SME Digital Transformation Research Group:

The mission of this multidisciplinary group is to conduct research and assist micro, small and medium enterprises in exploiting opportunities and addressing issues related to business digitalisation. The group also aims to advise government and industry and conduct educational programs on SME digitalisation.



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UEH External Research Partners: Ms Lisa Phuong Thai, Ms Thi Ngoc Lien Nguyen, Assoc Prof Nguyen Phong Nguyen, Assoc Prof Mai Dong Tran