



Analysis of influencing factors introduction and path of digital transformation of small and medium-sized enterprises

Sihan Zuo

German and French Language Institute Hebei International Studies University Shijiazhuang
Hebei, 050020, China

astazuo@gmail.com

Abstract. With the arrival of the digital economy era, the real economy of our country tends more and more to the digital and intelligent development, the deep integration of the real economy and digital economy has become a general trend. Small and medium-sized enterprises as an important part of the economy, the digital transformation affects the future development prospects of our country's economy. However, due to limited resources such as capital and technology, it is difficult for small and medium-sized enterprises to carry out digital transformation smoothly. This paper analyzes its challenges and advantages, studies the influencing factors and influencing paths encountered in the process of digital transformation, and puts forward suggestions.

Keywords: small and medium enterprises, digital transformation, Influencing factors

1 Introduction

With the rapid development and application of information technology, the digital era has arrived, and digital transformation is brought about by the rapid development and popularization of information technology, and digital transformation has become an inevitable trend of enterprise development. Enterprises need to constantly adjust the application and consolidation according to the situation, so as to meet the needs of consumers and have a competitive advantage. [1] As an important part of China's economy, the digital transformation of small and medium-sized enterprises is of great significance. This paper takes the analysis of the influencing factors and the path of the digital transformation of small and medium-sized enterprises as the research topic, aiming to explore the influencing factors and the influencing path of the digital transformation of small and medium-sized enterprises, and provide reference for the digital transformation of enterprises.

2 Overview of the digital transformation of small and medium enterprises

As an important part of China's economy, small and medium-sized enterprises (smes) play an important role in promoting domestic circulation, providing employment security and promoting the vitality of economic development.[2] Therefore, the digital transformation of small and medium-sized enterprises plays an important strategic significance in promoting sustained and steady economic growth of our country [3]. First, the digital transformation of smes can enhance the digital value and market competitiveness of enterprises; Second, small and medium-sized enterprises to carry out digital transformation can reduce enterprise costs, improve industrial and management efficiency, so as to better promote the national economy to achieve high-quality and efficient development. However, at present, due to the limitations of human resources, technical problems and other problems, the digital transformation process of small and medium-sized enterprises in China generally has the problem of insufficient application of digital technology. [4].

Digital transformation can improve the efficiency and competitiveness of enterprises. Through the application of digital technology, enterprises can better manage and utilize data, optimize business processes, and improve product quality and production efficiency. At the same time, digital transformation can also improve the cost performance of products by reducing the cost of enterprises, making them more competitive in the market.[5] Digital transformation can also bring a better customer experience and increase customer satisfaction. As the market continues to update, consumer demand also continues to upgrade, customer satisfaction becomes more and more important. Digital transformation can help enterprises better adapt to the needs and ideas of customers, provide customers with more personalized and customized services and products, and improve customer satisfaction and trust. Digital transformation can also bring more business opportunities and benefits to enterprises. Digital transformation can help enterprises better understand the market and consumer needs, so as to create products that are more in line with market rules and seize new business opportunities, and these services can further improve the profits and market share of enterprises.

Many small and medium-sized enterprises believe that digitalization is an application of information technology, which only focuses on the introduction of advanced information systems, but does not rise to the strategic level. They only rely on the information department to promote digitalization, and the resources are not enough, which makes it difficult for many small and medium-sized enterprises to realize the integration of digital technology and business strategy [6]. At present, the solutions facing the digital transformation of small and medium-sized enterprises in the market are more general-purpose solutions, which cannot meet the individual needs caused by different enterprises in various industries, which is the problem of insufficient supply of core technologies and services encountered by most enterprises in digital transformation. The technologies and services provided on the market such as big data and cloud computing are uneven, which greatly increases the difficulty of selection and trial and error costs of their digital transformation.

3 Influencing factors of digital transformation of small and medium-sized enterprises

3.1 Technical Factors

Technical factors are important factors to promote the digital transformation of small and medium-sized enterprises. The basic digital facilities of enterprises include hardware facilities such as computer terminals, servers and storage devices, and software operating systems such as OA and ERP as internal support, which constitute the cornerstone of the digital transformation of enterprises [2]. Enterprise resources can effectively coordinate the work and personnel allocation of various departments through digital technologies such as artificial intelligence and big data, and develop new digital resources, thus enhancing the ability of enterprises to flexibly respond to market changes. In addition, enterprises should introduce an appropriate amount of professional digital technical talents to cultivate the digital awareness and skills of existing employees. Only with complete digital knowledge can they better apply digital technology and integrate digital technology with the business of various departments of the enterprise, so as to further promote the digital transformation of enterprises.

3.2 Economic Factors

Economic factors are the basis of digital transformation of small and medium-sized enterprises. Enterprise digital transformation requires a large amount of cost input, including hardware facilities, software systems and human resources. However, due to the impact of the epidemic in recent years and the downward economic trend at home and abroad, many small and medium-sized enterprises cannot increase capital investment in enterprise digital. Making digital transformation difficult to carry out smoothly. At the same time, enterprise digital transformation needs to consume a lot of time, energy and material resources, and requires a large amount of resource investment of enterprises. However, since digital transformation is a systematic project, it is difficult to immediately see the return benefit of investment, which may shake the investment decision of enterprise management on digital transformation. Therefore, enterprises should evaluate the return on investment of digital transformation according to the market demand and their actual situation, and formulate a reasonable capital investment plan to help enterprises achieve long-term profits and development.[7]

3.3 Management Factors

Management factors are an important basis for the digital transformation of small and medium-sized enterprises. Business leaders should correctly understand the significance of enterprise digital transformation, clearly position themselves, and formulate appropriate digital transformation strategies based on market demand and industry trends. At the same time, it is also necessary to recruit digital managers, borrow their professional knowledge, formulate reasonable digital implementation plans according to the current situation of the enterprise and the existing resources, effectively improve

the production efficiency of the enterprise and accelerate the digital transformation of the enterprise. Enterprise management should also give certain powers to the information department, so that it can more effectively integrate digital technology and management according to the actual situation of the enterprise, improve the allocation efficiency of resources, strengthen the core competitiveness of the enterprise, and promote the digital transformation of small and medium-sized enterprises.

3.4 Social Factors

Social factors are an important driving force for the digital transformation of small and medium-sized enterprises. Enterprises need to timely adjust their plans to promote digital transformation according to social needs and the actual situation of the company, so as to conform to the trend of The Times and improve the production efficiency and market competitiveness of enterprises. At the same time, the government's policy support has a great encouraging effect on the digital transformation of small and medium-sized enterprises. At present, China has formulated and released digital-related policies to provide guidance and promotion for the digital transformation of small and medium-sized enterprises. The continuous improvement of scientific and technological level such as artificial intelligence and big data has provided more technical and equipment support for small and medium-sized enterprises, and promoted the digital transformation of small and medium-sized enterprises. At the same time, digital transformation can not only improve the production efficiency and market competitiveness of enterprises, but also contribute to social and environmental protection. Compared with the previous digital enterprise, it reduces the consumption of resources and the impact on the environment, which is in line with the concept of social green development and conducive to the harmonious coexistence between enterprises and the social environment.[8]

4 The impact path of digital transformation for small and medium-sized enterprises

4.1 Technical Path

The technology path is the basis of the digital transformation of small and medium-sized enterprises. The rapid development of modern science and technology and the continuous emergence of various digital tools and technologies have brought many opportunities and challenges to enterprises. At the same time, for different industries and enterprises, the suitable technology path is also quite different. Get more economic benefits, so as to better complete the digital transformation. [9]

4.2 Economic Path

Economic path is an important path for the digital transformation of small and medium-sized enterprises. Enterprises need a large amount of capital investment in the early

stage of digital transformation, equipped with basic digital hardware and software facilities. Hardware facilities can digitize the information of enterprises, and software facilities can play the role of data resources by realizing data connection. In addition, a large number of technical talents with complete digital knowledge should be recruited to formulate implementation plans suitable for enterprise digital transformation through their professional perspectives and existing resources. Digital transformation can reduce the operating costs of enterprises, improve the production and management efficiency of enterprises, and thus improve the production efficiency and profitability of enterprises.

4.3 Managing Paths

Management path is an important path for the digital transformation of small and medium-sized enterprises. Enterprise leaders should determine the awareness of enterprise digital transformation as soon as possible, formulate personalized transformation strategies, and strengthen the training and introduction of digital talents. On the one hand, build a digital governance system and improve digital leadership; [10] On the other hand, the enterprise culture of full initiative innovation should be built. At the same time, enterprises should further improve their R & D system, classify according to the work content, optimize and integrate R & D resources and eliminate waste in R & D, so as to improve the success rate of project R & D and enhance R & D efficiency, so as to more effectively adapt to the digital transformation of enterprises [11].

4.4 Social Path

Social path is an important path for the digital transformation of small and medium-sized enterprises. With the advent of the digital era, consumers have increasingly diversified demands for products and services. After digital transformation, enterprises can provide consumers with more rapid, convenient and efficient services. The government's formulation and release of enterprise digital transformation policies encourage the digital transformation of small and medium-sized enterprises. [12] Meanwhile, the Evaluation Index of Digital Level of Small and medium-sized Enterprises formulated by the Ministry of Industry and Information Technology provides a tool reference for small and medium-sized enterprises' self-diagnosis. In addition, the digital transformation of enterprises has provided more jobs for society and promoted social development.

5 Conclusions and Suggestions

The digital transformation of small and medium-sized enterprises is an inevitable trend of enterprise development. The digital transformation can better improve the market competitiveness and production efficiency of enterprises, reduce the production cost of enterprises, and increase the income of enterprises. Internally, the digital transformation of small and medium-sized enterprises requires a long time and financial cost

investment. At the same time, business leaders need to have a correct understanding of digital transformation and formulate reasonable transformation plans. In terms of the overall environment, the support of national policies plays a great role in promoting the digital transformation of small and medium-sized enterprises. The market should positively guide the competition within various industries and promote the positive development of digital transformation of enterprises.

In view of the influencing factors and influencing paths of smes' digital transformation, the following suggestions are put forward:

(1) Strengthen technological innovation, improve technology maturity and information security guarantee level.

(2) Increase investment in digital transformation and improve the economic benefits of digital transformation.

(3) Optimize the management mode and organizational structure of digital transformation, and improve the management level of digital transformation.

(4) Promote the positive guidance of the market for enterprise competition and improve the efficiency of digital transformation.

(5) Encourage social demand, increase government policy support, and improve the social impact of digital transformation.

REFERENCES

1. Terjgeler, (2022), "Research on the Influencing Factors of Digital Transformation Capability of Small and medium-sized Manufacturing Enterprises"
2. Costa Melo DI, Queiroz GA, Alves Junior PN, Sousa TB, Yushimito WF, Pereira J, (2023), Sustainable digital transformation in small and medium enterprises (SMEs): A review on performance.
3. Zhao Wenjing, (2022), China Economic and Trade Guide: The Status quo, Problems and Path of Digital Transformation of Small and medium-sized Enterprises
4. Lu Chengcheng, (2022), Enterprise Technology and Development: The status quo, Influencing Factors and Countermeasures of Digital transformation of Small and medium-sized Enterprises
5. Zhao Danning, (2022), Research on marketing strategy of IM company
6. Liu Yu, (2022), Modern Business Industry: Management Change under the Trend of Digital Transformation.01
7. Tishutin AA, (2023), Transformation of entrepreneurial activity under the influence of the COVID-19 pandemic
8. Xiong Lingling, (2022), Research on the Development Strategy of GH Information Technology Company under the Background of Digital Economy
9. Jieru He, (2022), Research on the Transformation and Development of SQ Winery from the Perspective of Commercial Ecosystem
10. Chen Ying, Peng Yajie, (2023), On the Digital Transformation of the Automobile Manufacturing Industry in the Chengdu-Chongqing Economic Circle: Mechanism of Action and Feasible Paths
11. Xu Hua, Jiang Xiaohong, (2020) Research and Development Lean Digital Management
12. Zeng Xiangdong, Zhong Hailian, (2021), Chinese Traditional Wisdom and Corporate Social Responsibility

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

