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Digital Restructuring and Human (Re)Action

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Digital transformation of SMEs – Lessons learnt from Slovenia and Hungary

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Workshop Outline

Small and medium-sized enterprises (SMEs) are important contributors to the world's economy. Digitalization is integral to growth and resilience of enterprises, both large and small. However, despite the benefits and opportunities digital technologies bring, and the significant increase in up-take in the recent years, many SMEs continue to lag behind in digital adoption compared to larger enterprises. The digital adoption gap is more evident in the adoption of the more sophisticated technologies (e.g. data analytics) or where more complex technologies are integrated (e.g. enterprise resource planning for back office integration, and supply-chain and customer relationship management software for front office integration) (OECD, 2021).

In this workshop, the invited speakers will provide an update of the current state of the SMEs' digitalization and discuss about how to strengthen the resilience of SMEs and supporting their further growth, through the adoption of new technologies.

Tentative workshop agenda:

- Current level of digitalization in Slovenian SMEs. Insights from different surveys conducted in the past two years
- State of digitalization in Hungarian SMEs (different surveys)
- Data collection experiences
- Discussion (how to strengthen the resilience of SMEs and supporting their further growth, through the adoption of new technologies).