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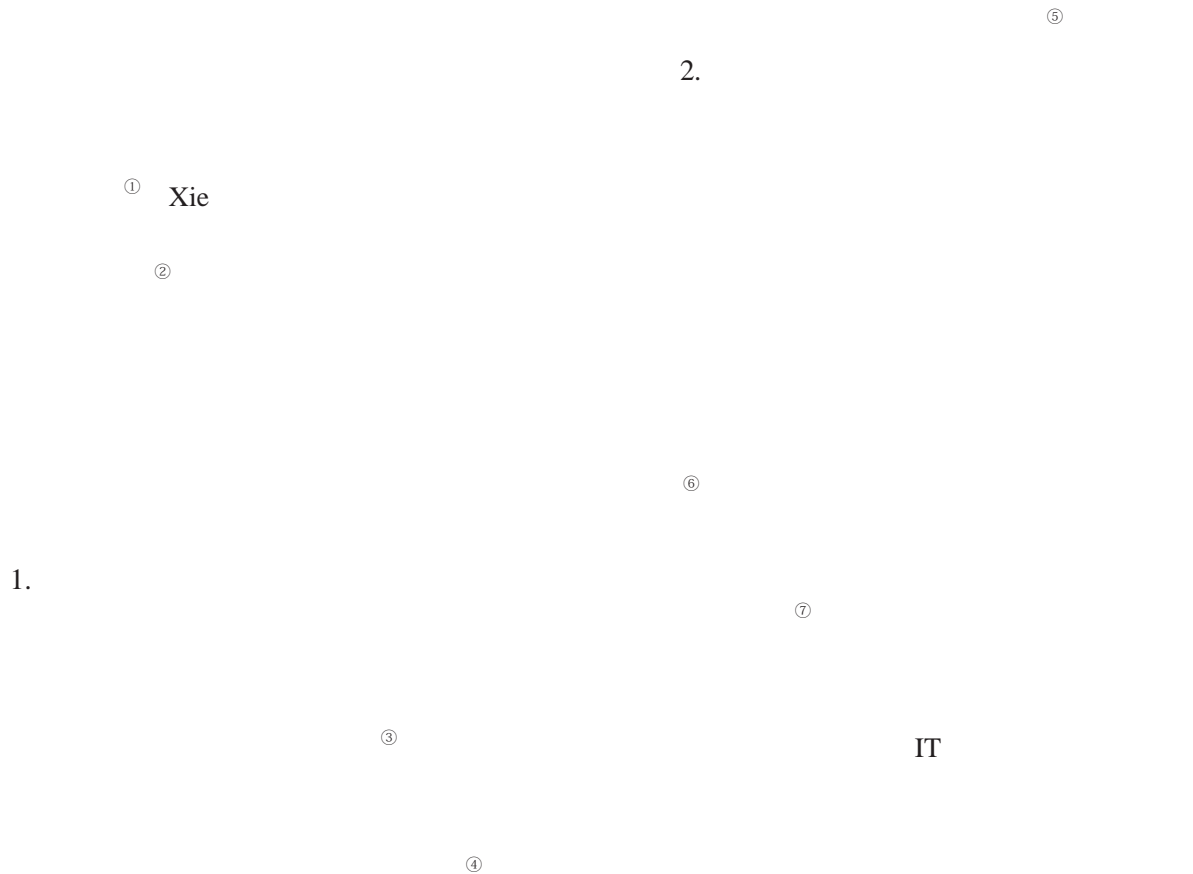
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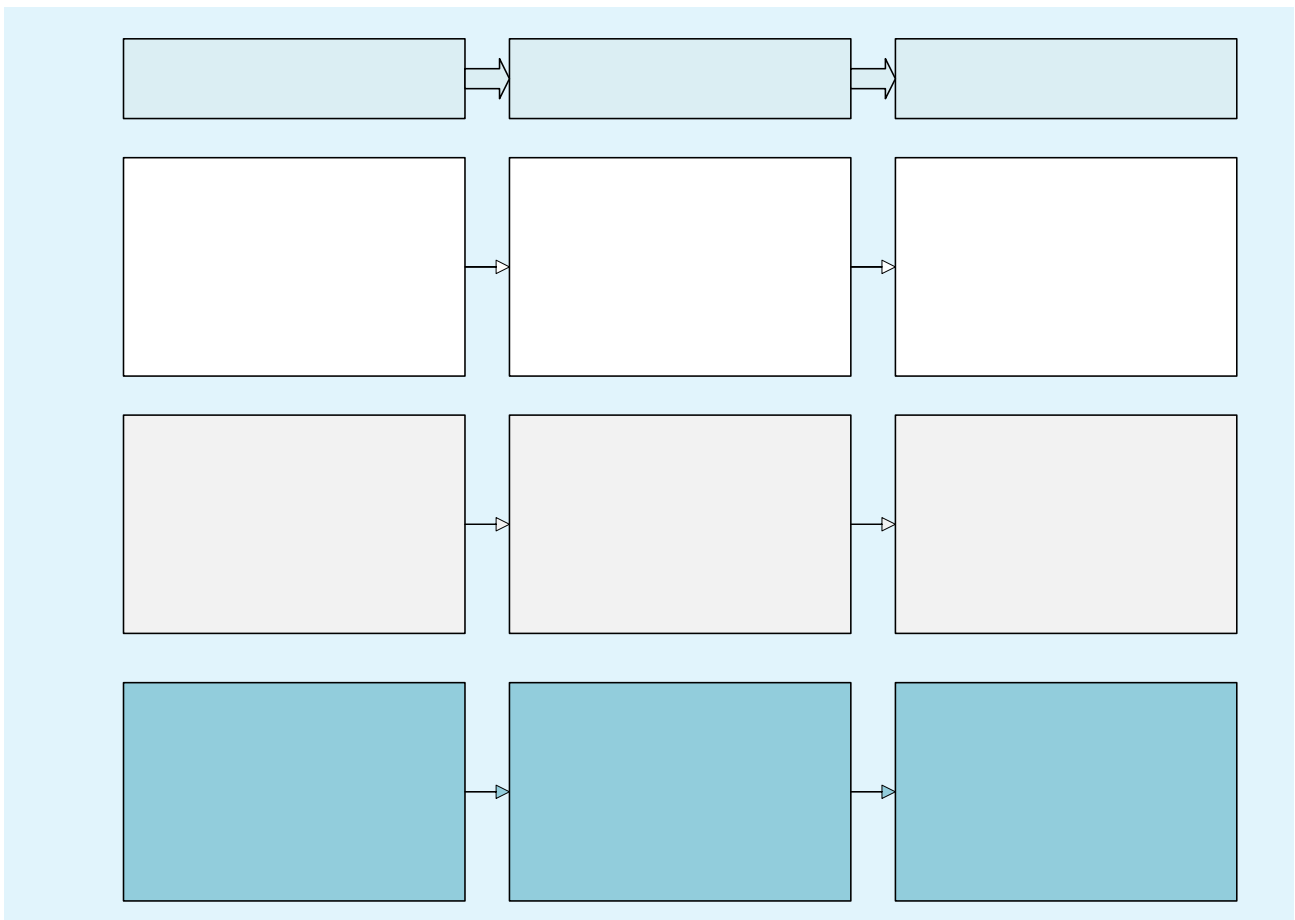
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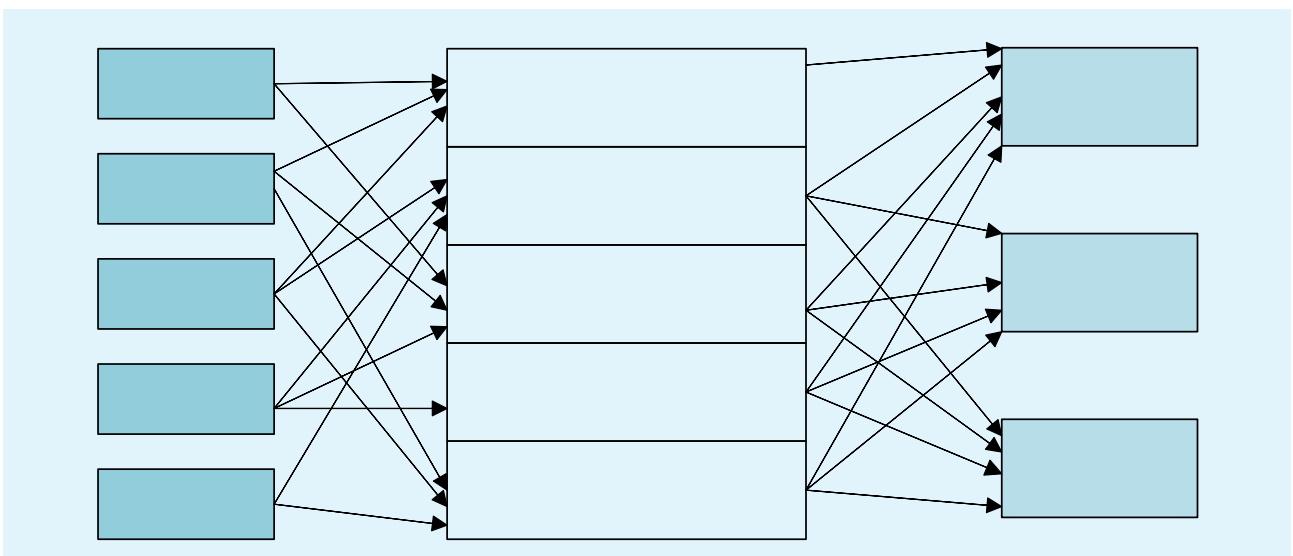
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The Process Difficulties and the Way Forward of Digital Transformation for SMEs

School of Information Management Wuhan University Wuhan Hubei 430072

Abstract: Accelerating the digital transformation of SMEs is an important foundation for the development of digital economy. Due to the lack of sufficient resources SMEs digital transformation has to rely on third-party digital platforms to complete the transformation of product systems organizational structures and business processes so as to reduce costs and improve efficiency. The digital transformation process is the partial adoption of digital technology at the enterprise level the overall integration of digital technology at the industry level and the symbiotic development of digital technology at the ecological level. However in the process of digital transformation SMEs still face many difficulties such as weak digital awareness insufficient transformation capability limited transformation resources lack of transformation data and high transformation costs. Based on the strategic requirements of promoting the development of digital economy SMEs should promote digital transformation by developing dynamic management capabilities using light-weight digital platforms improving the organization's capability to use information technology and seeking external help and support from the government and taking other effective measures.

Key words: Digital Transformation Digital Economy SMEs Innovation Ecosystem Dynamic Capabilities