

## عنوان مقاله:

Identifying the Challenges of the Business Model of Small and Medium Enterprises(SME) in the Path of Digital Transformation during the COVID-۱۹ Epidemic

## محل انتشار:

فصلنامه مدیریت تبلیغات و فروش، دوره 3، شماره 4 (سال: 1401)

تعداد صفحات اصل مقاله: 19

## نویسندگان:

Mahsa Akbari - Assistant Professor, management faculty, Karaj, Islamic Azad University, Karaj, Iran

Fereshte Sadat Ahmadi - Master of Business Administration, Electronic Commerce, Islamic Azad University, Tehran, Iran

## خلاصه مقاله:

The aim of this study was to identify the challenges of the business model of small and medium enterprises in the path of digital transformation during the Covid ۱۹ epidemic. The research is applied in terms of purpose and descriptive-survey in terms of method. For this purpose, first, using the literature review, the challenges of the business model in the path of digital evolution during the Covet ۱۹ epidemic have been identified, then in order to sift and consensus of the components extracted from the literature, the Delphi method was used in two rounds. The Delphi panel consisted of ۳۰ experts in the field of research who were selected by purposive sampling. In the next step, in order to ensure the factor structure and validity of the structures, and to fit the model using the field method and distribution of questionnaires, a survey of senior managers of small and medium companies in Tehran was conducted. The sample size was determined using the sample size method required for modeling structural equations, ۲۰۰ people, and finally ۱۶۲ questionnaires were selected using a simple random method. Smart PLS software was used to analyze the data. Findings indicate ۲۳ sub-components in ۶ main components of change challenges, market challenges, financial, organizational, individual and environmental. The results also showed that the factor of "lack of necessary infrastructure" has the highest priority,"lack of government support during the Pandemic" and "lack of intangible resources(experience,knowledge,flexible manpower) for digital transformation" are in the next ranks

## کلمات کلیدی:

digital transformation, Business Model, Small and medium enterprises (SME), COVID-۱۹

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/1684777>

