

Stakeholder Voices in Digital Evolution: Challenges Faced by SMEs in Automotive Supply Chain

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Abstract : This paper investigates digital transformation challenges in SMEs within the automotive supply chain. A case study approach and participant observation revealed significant data management and process optimization barriers, corroborated by a conceptual model. Stakeholder feedback, visualized through a pie chart, emphasized data management and process efficiency as primary concerns. Recommended strategies include implementing advanced data systems, process simplification, and enhancing digital skills. Despite the single-case study limitation, the findings offer actionable insights for SMEs to leverage Industry 4.0 technologies effectively. This research contributes to the strategic roadmap necessary for SMEs to achieve competitive digital transformation.

Keywords : automotive supply chain, digital transformation, industry 4.0

Conference Title : ICDEDT 2024 : International Conference on Digital Entrepreneurship and Digital Transformation

Conference Location : London, United Kingdom

Conference Dates : December 09-10, 2024