

## Tech Unboxed: Investigating Its Impact on Firm Performance. A Systematic Literature Reviews

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### Abstract

The adoption of digital technologies (DT) among firms is recognized as a strategic move aimed at gaining a competitive edge, enhancing productivity, and driving overall performance. However, existing research often simplifies this process, neglecting the complexities faced by entrepreneurial firms. This study aims to fill this gap by conducting a systematic review of 48 empirical studies spanning from 2013 to 2023 across various business, management, innovation, operations, and entrepreneurship journals. The review emphasizes that possessing digital technologies alone is insufficient; rather, it's their strategic application and integration within firms that shape their impact. Various technologies like cloud computing, AI, blockchain, big data analytics, and social media are employed strategically to enhance different aspects of business performance. Findings suggest that DT adoption is not a binary choice but involves nuanced considerations across different functional areas within firms. Moreover, the study highlights the significance of digital capabilities, including organizational readiness, technological proficiency, and human resource collaboration, in navigating the digital landscape. Contrary to the predominant focus on new ventures, the research advocates for evaluating the performance of existing enterprises, particularly emphasizing growth as a critical metric for economic development.

**Keywords:** Digital Technologies, Digital Entrepreneurship, Entrepreneurial Firms, Performance, Systematic Literature Review