

Digital Technology and Operational Efficiency of Small and Medium Enterprises in Developing Countries

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Abstract

The advancement in digital technology has revolutionized business operations and practices across the globe. Most enterprises in developed countries have integrated advanced digital architecture and system in businesses, in order to improve their operational efficiency and productivity. However, it was perceived that most small and medium enterprises in developing countries are yet to fully grasp the knowledge of the advancement and relevance of digital technology in their business operations. Thus, igniting the interest in the study, which aimed to explore the influence of digital technology on operational efficiency of small and medium enterprises in developing countries, specifically in West African region? Systematic content analysis was adopted in the review recent literatures on the relationship between digital technology and operational efficiency among small and medium enterprises in developing countries, within the last ten years, in order to understand the trend and relationship. Journal articles were sourced mainly from Google Scholars between the year (2014 - 2024). Findings revealed that most small and medium enterprises gained online presence, through the aid social media platforms and email platforms, in the last ten years. Also, most of these enterprises have adopted the use of digital devices such as, smart phones, laptops, Point-of-sales (POS) systems and other devices in their business operations and activities. The study recommended that other small enterprises' owners in remote areas, should be educated on the relevance of digital technology.

Keywords: digital technology, operational efficiency, small and medium enterprises, digital architecture