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# Digital technological transformation

## – an opportunity or a challenge for small and medium-sized enterprises

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**Aim:** The purpose of the article is to present the issue of digital transformation of processes in small and medium-sized enterprises in Poland in the context of the opportunities and challenges that this process creates for these entities.

**Methodology for achieving the goal / research approach / concept of argument construction:** The main research material were in-depth standardized interviews conducted with owners or managing directors in five enterprises from the SME sector.

**Results / observations / recommendations:** The obtained results prove that the digital transformation of processes introduced by enterprises from the SME sector is a manifestation of their competitive struggle on the market. At the same time, they treat it as a kind of necessity of today. The introduced technology contributes to noticeable changes in the work performed. Simple and repetitive activities are automated, giving employees more time to complete more complex tasks that require thorough analysis and a creative approach to problem solving.

**Research limitations / implications:** Due to the significant discrepancy in the scope of activities conducted by the surveyed entities, the main limitation was the difficulty in generalizing the results obtained during the qualitative study.

**Practical implications:** The conclusions presented in the article are important, especially in the context of growing interest in broadly understood digitization and process of automation in enterprises. They have cognitive value and can be used in further analyzes aimed at improving the quality of the company's functioning.



**Practical implications:** Possibilities of using the analysis results by local government units to improve their internal financial management procedures.

**Originality / cognitive value:** The article reduces the research gap in the field of digital transformation of processes in small and medium-sized enterprises in Poland in the context of the opportunities and challenges that this process creates for these entities. The research carried out is part of the trend of research on the use of broadly understood digitization and robotization in organizations. Taking into account the importance of the SME sector for the economy and the complexity of the problem discussed in the article, the presented conclusions may constitute a starting point for further quantitative and qualitative research.

**Keywords:** Digital transformation of processes, digitalization, small and medium-sized enterprises.

