Digital Transformation among SMEs in New Zealand: Challenges and Opportunities
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Overview of the presentation

Background of the research
Research problem
Research methods
Potential findings
• In the 21st Global CEO Survey conducted by PricewaterhouseCoopers (PwC) in 2019, more than 80% of respondents expressed that technological progress fundamentally affected their organizations and therefore, the need for digital transformation is not optional anymore (PWC, 2019).

• The World Bank’s ranks New Zealand as the highest ranked country for easy business start-ups in comparison to other countries (World bank, 2018).

• New Zealand provides a good opportunity for the new businesses to start. In 2017, 65,930 new enterprises started operation. This trend had approximately 1% growth in 2018.
Opportunity Vs Risk

• However, during the same period, 57,500 enterprises ceased operation (Statistics New Zealand, 2018).

• Big opportunity for the new businesses to enter the New Zealand market also creates a crucial potential risk for the existing businesses as they may get disrupted by these new businesses.
Transform or Die!

• Technological improvement which has shortened the geographical distances between countries has made this risk even more critical for New Zealand Businesses. Furthermore, the novel Coronavirus COVID-19 and its negative impacts on New Zealand communities and businesses intensifies this risk. Therefore, today more than ever, businesses recognise the need for digital transformation. “Transform or die” is a common belief in today’s business era.
• However, despite this recognition, only a limited number of businesses in New Zealand have gone through the process of digital transformation successfully (PwC, 2019). Indeed, for most of these businesses digital transformation has stopped at only offering a website or a Facebook page for selling their products online.
While a successful digital transformation is much beyond online selling, it includes designing and adopting a suitable business model and implementing it correctly among others (Gupta, 2016). Over 90% of New Zealand Business are SMEs, so it is important to understand the challenges that they face in the process of digital transformation, and how these challenges can be addressed. So, focusing on digital transformation among New Zealand SMEs, this research investigates and evaluates SMEs' perceptions toward business transformation, and the challenges and opportunities they face in this process.
Research methods

- Infancy stage
- Qualitative research
- 12 cases
- Questions: how they have experienced digital transformation? Which stage they are in? challenges? Opportunities?
• Any suggestions more than welcome!

• Thank you!