

# **The digitalization of the enterprises: a valid strategy to sustain productivity and competitiveness**

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## **Abstract**

The aim of the paper is to study and analyze the process of digitalization of the enterprises, highlighting advantages, risks and opportunities.

The deep economic crisis that has invested the world has transformed the economic and commercial framework of the companies. They have relied on the great opportunity offered by the digital and technological tools for production and work management.

In the last few months the digital transformation, already in place, has not proved to be a cautious choice or mid to long term investment, but it has become an inevitable necessity caused by the sanitary emergency imposed by the outbreak of Covid 19. The pandemic has spread worldwide and is having a strong impact on individual life and on economy in general, determining the acceleration of the digitalization process.

The Governments have found themselves unprepared to face this virus had have had to resort to a lockdown, with the closing of companies and commercial activities for many months, in an attempt to stop the contagion. Consequently, they had to face a great economic depression to be fought with all the possible available means. The spread and diffusion of digitalization has seemed a useful remedy apt to respond to the need of the companies.

The recourse to technological tools allows the management of an asset or service with lesser costs and more rapidly, generating added value for the business. Entrepreneurs have understood that, despite the financial investments linked to the conversion, it was necessary to transform the productive and managerial processes in digital form in order to contrast the great crisis.

This concept has pushed the spreading of smart working, of e-commerce, of web marketing, of social media, of the dematerialization of the enterprise activity, of the use of platforms and software etc... These resources are useful because they project the economies of the companies toward the future and allow them to continue remotely their activities that would otherwise be closed. The digital revolution is renovating the traditional enterprise models and it is imposing newer and more dynamic frameworks. Indeed, the process in place is fuelled by three factors: the spreading of new operating systems and of user-friendly interfaces, the quick establishment of the internet and the World Wide Web and the use of digital business.

The aim of this work is to study the importance and the rapidity of the digital transition of the enterprises, examining the challenge imposed by this change, operating a careful SWOT analysis on the strong and weak points and on the opportunities and the threats linked to digitalization. It is important to deeply study these new business models that, in dramatically modifying the traditional ones, require tests and changes in the theoretical analysis systems of corporate phenomena.

**Keywords:** digitalization, e-commerce, social media, smart working, covid 19.