
From Knowledge Management to Commercial Autonomy: A Digital Transformation and Experiential Learning Model for Traditional Micro-enterprises

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Abstract:

Digital transformation in the traditional micro-enterprise ecosystem is often addressed as a merely technical or infrastructure challenge, when in reality it is a communication problem: the language of digital marketing, saturated with Anglicisms and abstract concepts, remains alien to those who have built their business through experience and direct contact with customers. This proposal presents a user-centered intervention model, grounded in the Social Construction of Technology and the SECI model of knowledge management, which translates technical digital marketing knowledge into a simple, applicable commercial language. The model relies on a practical experiential learning methodology designed to enable empirical entrepreneurs to independently understand key terms—positioning, local SEO, omnichannel communication—and implement basic guidelines autonomously, without permanent reliance on an external expert. The proposal integrates a digital maturity diagnostic, a simplified customer journey map, and a progressive self-application guide. Expected results show that sustainable technological adoption depends not on tool complexity, but on reducing cognitive load and humanizing communication. The model provides a replicable framework for digital inclusion programs, EdTech, and business development initiatives aimed at empowering small business autonomy.

Keywords:

Digital Knowledge Management, Digital Transformation, Technological Literacy, User-Centered Marketing, Adult Experiential Learning, Digital Autonomy, Traditional Micro-enterprises.