

## **“The Impact of Digital Transformation on Small and Medium Enterprises (SMEs) in Emerging Economies”**

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### **Abstract:**

Particularly crucial for Small and Medium Enterprises (SMEs), digital transformation is fundamentally altering business processes in developing nations. Digital technologies—including cloud computing, smartphone apps, and e-commerce platforms—are enabling SMEs grow in fields where infrastructure may not be as strong or access to resources is constrained. This article examines how small firms in nations such India, Brazil, and South Africa are leveraging digital technology to solve shared problems including inadequate funding, poor supply chain management, and even the restrictions of living in a remote place. Digital technologies help SMEs to reach more people, boost output, and examine heretofore unknown new markets. Many companies meanwhile face with low degrees of digital literacy, cybersecurity issues, and large upfront expenses of implementing new technologies. This paper examines the possibilities and difficulties these companies have as well as recommendations on how corporate executives and government officials may help SMEs in developing nations through digital transformation therefore promoting more economic growth..

### **Keywords:**

Small and Medium Enterprises (SMEs), Digital Transformation, Emerging Economies, E-commerce, Cloud Computing, Innovation, Economic Growth, Policy Recommendations.