



جامعة ميد أوشن
كلية الادارة
ماجستيرريادة الاعمال

تحديات ريادة الأعمال الرقمية في الشركات التقليدية

Challenges of digital entrepreneurship in traditional companies

الطالب

المثني أبو القاسم محمود فضل

Almothana Abuelgasim Mahmoud Fadl

241002170

إشراف:

الدكتور/ احمد راجح

1445هـ / 2024 م

Introduction:

For several years, it has been an era of rapid development of digital technologies in all commercial sectors. This mode of entrepreneurship basically encourages enterprise growth along with innovation. However, traditional companies face many challenges while effectively adopting the practices of DigiTech entrepreneurship. The study needs to understand such problems in traditional companies and suggest potential solutions to be implemented by traditional companies in Saudi Arabia.

This is not only a technological change but a core change of things in terms of organizational culture and work methods. Digital transformation puts pressure on companies to use technology in a way that will achieve sustainable development and increase competitiveness in line with Saudi Arabia's Vision 2030.

Problem Statement:

High implementation costs, resistant change, and the lack of specialized skills are considered to be multiple pillars that complicate the question of digital transformation within the frame of traditional organizations. The present study aims to pinpoint and analyze the challenges impeding this process as part of their contribution to the understanding of the barriers that digital entrepreneurship faces within traditional companies in Saudi Arabia.

The high cost of infrastructure upgrade and training are some of the most significant challenges that make digital transformation cumbersome and complicated, particularly with the rise in competition from digital native companies.

Significance of the Study:

This work is relevant because there is a real need to understand the professional challenges facing traditional companies in their journey of digital transformation. Hopefully, this will help entrepreneurs, decision-makers, and business leaders develop effective strategies that are capable of overcoming these challenges, with the aim of enhancing competitiveness and sustainability for traditional companies in the digital era.

This research will add practical contributions toward helping conventional companies achieve digital transformation in line with the goals of Saudi Vision 2030.

Study Aims:

Assess the implications of these challenges on the adoption and sustainability of the digital practices.

Give some suggestions in regard to how these obstacles facing traditional companies actually prevented the digitation process.

Some of the sub-objectives are to identify the technical and human factors that would bring about successful digital transformation.

Study Questions:

What are the main challenges a traditional company faces while shifting to digital entrepreneurship?

In what way do these challenges play into the sustainability and growth of the efforts of digital transformation?

Which following strategies may allow the development of digital entrepreneurship within traditional companies?

Does the degree of success in digital transformation depend on government support?

Study Hypotheses:

Digital entrepreneurship also covers the technical and financial challenges of adhering to it by traditional companies.

In particular, the lack of specialized skills in traditional enterprises has hindered their success in implementing digital transformation.

Government guidance and support are liable to cushion these challenges that traditional companies face in the digital field.

Data Collection

In this regard, primary data shall be obtained from a random sample size of 150, including both entrepreneurs and leaders of traditional entities. Such subjects shall be on the survey encompassing open- and closed-ended questions to elicit how the various challenges impede the process of digital transformation. In-depth interviews shall be carried out with some of these respondents, from which qualitative data in detail shall be obtained.

Conclusion:

This research will, therefore, analyze the challenges and give recommendations that will aid traditional companies in Saudi Arabia in implementing a successful and sustainable digital transformation process that enhances their competitiveness and socio-economic contribution toward the development of the national economy. Recommendations represent an action plan for the overall and sustainable digital transformation of the company.

Keywords

Digital entrepreneurship, conventional companies, digital transformation, challenges, and issues related to Saudi Arabia.