

MSMEs : Digitization and e-commerce, Base for the development and diversification of markets.

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Abstract:

The impact of Covid-19 in the economies of APEC has among its worst consequences the weakening and closure of a significant number of micro, small and medium-sized enterprises (MSMEs) with the consequent loss of jobs and the worsening of imbalances in the regional economies.

This situation is not new, although it is more critical and as it has long been widely expressed in different forums, including APEC, the difficulties that affect MSMEs, including among others the problems of financing, access to technological progress and International markets.

In addition, in the face of each global or local crisis and each advance especially related to the development of interconnectivity, the digital gap increases with respect to large companies. This affects the competitiveness of MSMEs, especially in the face of global processes.

Therefore, the digitization of these companies and the use of e-commerce must be incorporated as basic tools for their growth. Digital transformation is essential, as it boosts efficiency, streamlines processes, reduces costs, stimulates productivity, reduces human errors, and opens companies to new markets.

This process involves various challenges, investment, connectivity, staff training and innovation. In this way, the specific support for digitization and e-commerce for MSMEs must have public policies, so that these companies can reach international standards.