



# TAKE CONFERENCE 2022

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UNIVERSIDADE  
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## *THE KNOWLEDGE ECONOMY AND SOCIETY IN THE POST-COVID-19 ERA*

**TAKE 2022**

**THEORY AND APPLICATIONS IN THE KNOWLEDGE ECONOMY 2022**

**CONFERENCE BOOK OF ABSTRACTS**

#### **4.16. Digital Transformation in Portuguese internationalized enterprises**

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**Abstract:**

The reality of Portuguese SMEs regarding internationalization has evolved at an accelerated pace due to the digital transformation imposed, in recent years, by the conditions determined by COVID-19. Associated with the various digital transformation technologies enablers (cloud computing, mobile devices, IoT, Big Data & Analytics), it has made SMEs use, or mimic, the experiences of large companies concerning the new business models used in its internationalization. A study was developed to understand what Portuguese SMEs are doing regarding their internationalization and the digital transformation's impact on their internationalization process. The study was based on a questionnaire with 30 questions distributed over 8183 companies from different sectors of activity and of various sizes. After receiving 310 valid responses to the questionnaires, a quantitative research methodology was used to process the questionnaire data and a qualitative research methodology to process the data obtained from 12 interviews. The statistical methods used for quantitative data analysis were: Reliability analysis (Cronbach's Alpha), Descriptive Statistics, Spearman's correlation coefficient and Nonparametric Hypothesis tests. The qualitative statistical analysis used was Sentiment analysis. A set of results was obtained applying the statistical techniques. These results proved that the technologies that support digital transformation, with particular emphasis on Cloud solutions, Big Data, and BI, as well as E-commerce and Agile tools, were essential to accelerate the Portuguese SMEs internalization process. Factors such as the sector of activity and the company's size were also evaluated in this study. The relevance of each of these technological solutions in the various forms of internationalization was also analyzed, such as spot export, export via agents or distributors, project, and foreign direct investment.

**Keywords:** Internationalization; Digital Transformation; Technological Solutions.

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