

Review of: "The Future of Malaysian SMEs in the Digital Economy"

Umi Suryani¹

¹ Binus University

Potential competing interests: No potential competing interests to declare.

Strength :

The paper provides a comprehensive overview of the digital economy and its impact globally, highlighting how important it is to SMEs' sustainability. This strategy enables readers to comprehend the bigger picture before diving into tactics.

Focus on Malaysian SMEs: By concentrating a strong emphasis on the Malaysian context, the paper is able to identify the particular difficulties that the nation's SMEs confront and adapt its tactics to meet those needs. This regional viewpoint gives the conversation more applicability and importance.

Emphasis on business continuity: The paper acknowledges the unpredictable nature of the pandemic and highlights the importance of digitalisation in ensuring business continuity. By addressing this concern, the paper demonstrates its relevance to the current economic climate.

Areas for improvement:

Clear problem statement: The paper could benefit from a clearer problem statement that explicitly defines the innovative abilities and intelligence gaps in Malaysian SMEs. This would provide a more focused direction for the strategies proposed later in the paper.

Inclusion of empirical evidence: While the paper mentions the analysis of past research and publications, it could be strengthened by incorporating empirical evidence from case studies or surveys. This would enhance the credibility of the proposed strategies and provide real-world examples of successful digitalisation efforts in Malaysian SMEs.

Discussion of potential challenges: It would be valuable to address the potential challenges that SMEs may face during the adoption of digitalisation, such as limited financial resources or resistance to change. By acknowledging these challenges, the paper could provide practical advice on overcoming them.

Conclusion:

This review paper offers valuable insights into the importance of digitalisation for Malaysian SMEs and provides strategic recommendations for their successful adoption of the digital economy. While the paper provides a comprehensive overview and highlights the significance of digitalisation for business sustainability, further improvements can be made by clarifying the problem statement, including empirical evidence, and addressing potential challenges. Overall, this paper

serves as a stepping stone for SMEs in Malaysia to embrace digitalisation and leverage its benefits in the era of Industrial Revolution 4.0.