

# Integration of Digital Transformation and Sustainability in MSME Management Research

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## Abstract

**Background** - This research explores the integration of digital transformation and sustainability in micro, small, and medium enterprises (MSMEs), which are crucial for economic growth and employment. In recent years, rapid technological advancements have presented unique challenges and opportunities for MSMEs, necessitating the adoption of digital technologies to enhance operational efficiency, improve customer engagement, and remain competitive in an increasingly digital marketplace. Concurrently, the global emphasis on sustainability is reshaping business practices, with consumers and stakeholders prioritizing environmental and social responsibility. However, many MSMEs struggle to navigate the complexities of integrating sustainable practices alongside digital innovations

**Purpose** - The purpose of this research is to investigate how MSMEs can effectively integrate digital transformation and sustainability, identifying best practices, strategies, and frameworks that guide their adaptation to the changing landscape

**methodology** - Utilizing a comprehensive literature review across multiple academic databases, including Scopus, Web of Science, and Google Scholar, this study employed keywords such as "digital transformation," "sustainability," "MSMEs," and "management research" to identify relevant scholarly articles

**Findings** - The findings reveal a growing interest in how MSMEs can leverage digital technologies to enhance sustainable practices, yet significant gaps remain in understanding practical strategies for effective integration

**Originality** - This study contributes to the understanding of how MSMEs can thrive amid the dual challenges of digital transformation and sustainability, providing valuable insights for researchers, practitioners, and policymakers. It emphasizes the need for further exploration into practical frameworks and models that MSMEs can adopt

Keywords: Digital transformation, sustainability, micro, small, and medium enterprises (MSMEs), management research, bibliometric analysis

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