Các yếu tố thúc đẩy việc thực hiện cách mạng công nghiệp 4.0 của các doanh nghiệp nhỏ và vừa tại Việt Nam

Phạm Thị Hà An

Tóm tắt: Mặc dù các nghiên cứu về cách mạng công nghiệp 4.0 (CMCN 4.0) đã khẳng định các lợi ích mang lại cho các doanh nghiệp, song việc thực hiện thành công không dễ dàng, đặc biệt với các doanh nghiệp nhỏ và vừa (DNNVV). Nghiên cứu này nhằm xác định các yếu tố thúc đẩy việc thực hiện CMCN 4.0 tại các DNNVV ở Việt Nam. Bằng cách sử dụng mô hình cấu trúc tuyến tính (SEM) với mẫu 170 DNNVV tại Việt Nam, kết quả nghiên cứu cho thấy, chiến lược, hoạt động, cũng như các cơ hội môi trường và xã hội là động lực tích cực của việc thực hiện CMCN 4.0, trong khi những thách thức liên quan đến khả năng cạnh tranh và khả năng tồn tại trong tương lai cũng như sự phù hợp về tổ chức và sản xuất cản trở tiến trình thực hiện. Hơn nữa, kết quả nghiên cứu cũng chỉ ra rằng, nhận thức về các cơ hội và thách thức liên quan đến CMCN 4.0 như tiền đề cho việc thực hiện CMCN 4.0 phụ thuộc vào các đặc điểm khác nhau của doanh nghiệp. Trên cơ sở kết quả nghiên cứu, tác giả đưa ra các hàm ý chính sách cho các nhà hoạch định, quản lý doanh nghiệp nhằm thúc đẩy việc thực hiện cuộc CMCN 4.0.

Từ khóa: Cách mạng công nghiệp 4.0, doanh nghiệp nhỏ và vừa, mô hình cấu trúc tuyến tính (SEM).

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