

TABLE OF CONTENTS

ABSTRACT	2
TABLE OF CONTENT	3
CHAPTER I: INTRODUCTION	
1.1 Context	4
1.1.1 Digital Trends	4
1.1.2 COVID-19 Crisis	6
1.2 Interest	6
1.3 Importance of the Question under Study	7
CHAPTER II: LITERATURE REVIEW	
2.1 Definition of Digital Transformation	7
2.2 Challenges and opportunities of SMEs during the Period of COVID-19	8
2.3 Limitations of SMEs in digital transformation	9
CHAPTER III: CONCEPTUAL FRAMEWORK	
3.1 Conceptual model	9
3.2 New Customer Experience & Behaviors	10
3.3 Digital Action	12
3.3.1 Emerging Technologies	13
3.3.2 Marketplace	13
3.3.3 Digital Marketing	14
3.4 New Normal Organization	15
3.4.1 Strategic Alliances	15
3.4.2 Disruptive Digital Innovation	16
3.5 Knowledge Management	17
3.6 Value Creation	19
Conclusion	20
BIBLIOGRAPHY	21