



PROJECT NOTIFICATION

Reference No.: 108

Date of Issue	10 May 2023
Project Code	23-CL-02-GE-TRC-A
Title	Training Course on Productivity Measurement for Digitalized SMEs
Timing	1 August 2023–4 August 2023
Hosting Country(ies)	Republic of Korea
Venue City(ies)	Not Applicable
Modality	Online
Implementing Organization(s)	Korea Productivity Center and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	38
Local Participants	12
Closing Date	19 July 2023
Remarks	Not Applicable

Objectives	Introduce SMEs to the concept of digital productivity and how digital technologies can enhance productivity; explain the methodology to measure productivity in the digital or hybrid workplace; share best practices of productivity measurement in the digital workplace; and discuss how to integrate digital technologies into productivity measurement processes.
Rationale	SMEs are key drivers of economic growth, and digital technologies enable them to compete in global markets. Training in productivity measurement for digitalized SMEs, in line with the APO Vision 2025 of smart transformation and the engagement of SMEs, will enable SMEs in the Asia-Pacific to quantify the benefits of digitalization and enhance their productivity and competitiveness.
Background	<p>Productivity measurement is a process of identifying the appropriate metrics and calculating their results to determine the effectiveness and efficiency of resource use. While digitalization offers many benefits to SMEs such as improved operations, reduced costs, and enhanced customer experience, productivity measurement methodologies should be reviewed to reflect the impact of technological improvements.</p> <p>The pandemic highlighted the importance of agility, resilience, and continuous learning for SMEs to adapt quickly to changing circumstances, adopt new technologies, and measure productivity in real time to remain competitive. It also created a divide between SMEs with access to digital technologies and those without. Remote work and flexible working arrangements make it more difficult to measure productivity accurately, as traditional measures such as hours worked are less relevant. Therefore, new approaches to measuring productivity in digitalized SMEs will be explored in this training course.</p>
Topics	Understanding key productivity measurement methodologies, tools, and techniques; Measuring productivity in the digital workplace; Enhancing data analysis and management through digitalization; and Challenges and best practices in productivity measurement in digitalized SMEs.
Outcome	Improved understanding of productivity measurement tools and methodologies in relation to the adoption of digital technologies for SMEs; and enhanced knowledge of and skills in measuring digital adoption results to improve customer satisfaction.
Qualifications	Senior SME managers and professionals of NPOs and SME development agencies involved in providing consultancy on productivity measurement.

Please refer to the implementation procedures circulated with this document for further details.



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