

Cite as: Craffert, L., Ungerer, M., Visser, K., Morrison, J., & Claassen, W. (2014). Strategies, practices and skills for competitiveness in the digital economy: A perspective on large companies in South Africa. *Proceedings of the e-Skills for Knowledge Production and Innovation Conference 2014, Cape Town, South Africa*. Retrieved from <http://proceedings.e-skillsconference.org/2014/e-skills565-565Craffert862.pdf>

Strategies, Practices and Skills for Competitiveness in the Digital Economy: A Perspective on Large Companies in South Africa

[Abstract Only]

Leona Craffert
WC CoLab, University of the Western Cape, South Africa

lcraffert@uwc.ac.za

Kobus Visser
University of the Western Cape, South Africa

kvisser@uwc.ac.za

Marius Ungerer
University of Stellenbosch Business School, South Africa

Marius.Ungerer@usb.ac.za

John Morrison
University of Stellenbosch Business School, South Africa

John.Morrison@usb.ac.za

Walter Claassen, ResNeS, South Africa

walterclaassen@gmail.com

Abstract

Against a changing paradigm towards a progressively digitalised economy and an increasingly digitally infused society, South Africa is reported to lag behind in terms of its digital readiness. However, the business sector is a critical role player in unlocking the opportunities posed by the digital economy and has, according to the WEF report, taken the lead: 30th out of 148 countries. Despite such international studies that give South African businesses a reasonably fair rating in aspects such as setting trends and thinking about future practices, little more is available on how South African companies are responding to the opportunities and challenges posed by the digital economy. Against this background, the University of the Western Cape, the University of Stellenbosch Business School and iNeSI undertook a collaborative research project to: (i) Understand, discover and learn more about the progress the South African business sector has made as a potential trend-setter in the quest for digital readiness by the country.

Material published as part of this publication, either on-line or in print, is copyrighted by the Informing Science Institute. Permission to make digital or paper copy of part or all of these works for personal or classroom use is granted without fee provided that the copies are not made or distributed for profit or commercial advantage AND that copies 1) bear this notice in full and 2) give the full citation on the first page. It is permissible to abstract these works so long as credit is given. To copy in all other cases or to republish or to post on a server or to redistribute to lists requires specific permission and payment of a fee. Contact Publisher@InformingScience.org to request redistribution permission.

Eighty-two large companies, across the various sectors participated in the study and the results are discussed under six themes

Keywords: digital economy, South Africa, competitiveness, digital readiness, e-skills