

Research on the Impact of Digital Transformation on Supply Chain Resilience and Enterprise Value —— Based on Manufacturing Enterprises

Qi Zhang^{*}

School of Economics and Management, China University of Petroleum (East China), Qingdao, China

Email address:

zhangqiboy@126.com (Qi Zhang)

^{*}Corresponding author

Abstract

In recent years, the rapid development of a new generation of digital technology has set off a wave of digital transformation around the world. China's manufacturing industry is in a critical stage of transformation and upgrading, and the rapid development of digital technology has brought important opportunities to China's manufacturing industry. This thesis selects A-share listed manufacturing enterprises from 2013 to 2022 as the research object, uses the entropy method to measure the level of enterprise supply chain resilience, and builds A two-way fixed effect model to deeply explore the influence of enterprise digital transformation level on supply chain resilience and enterprise value, and further studies the correlation between the three. It is found that the level of enterprise digital transformation can promote the enhancement of enterprise supply chain resilience and the improvement of enterprise value, and the enhancement of supply chain resilience also significantly promotes the improvement of enterprise value, and enterprise supply chain resilience plays a mediating effect between the level of digital transformation and enterprise value. The research conclusion passes the endogeneity and robustness tests. Then this thesis conducted a group heterogeneity test according to the region, scale and industry, and carried out a more in-depth discussion. Finally, based on the research conclusions, relevant countermeasures and suggestions are given from the perspectives of enterprises and governments.

Keywords

Digital Transformation, Supply Chain Resilience, Enterprise Value, Manufacturing