

DIGITALISATION OF THE WOOD PROCESSING AND FURNITURE MANUFACTURING INDUSTRY

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ABSTRACT

The potential for digital transformation in industries such as wood processing and furniture manufacturing highlights the vital role of innovation in driving entrepreneurial growth and the evolution of these sectors. Analyses show that while the adoption of innovative practices is essential for all enterprises, a structured and strategic approach is needed to overcome the challenges associated with digitalisation. The scientific paper indicates that innovation, particularly digital innovation, forms the foundation for businesses aiming to maintain their competitive advantage, adapt to market dynamics, and ensure long-term success in a digitalised economy.

Keywords: innovation, digitalisation, digital transformation, wood processing industry, furniture manufacturing, operational efficiency.