

Abstract

The Impact of Business Process Modelling on Improving Small-Medium Enterprises Performance- A Case Study in the Service Sector in Egypt

A business process in the modern economy is considered an inherently distributed system its activities are performed by various employees, on different locations, using a heterogeneous set of IT systems. A business process typically crosses the borders of organizational departments and even companies. Thus, business processes are complex artifacts that challenge managers in their efforts to properly manage them. Against this background, business process models are key artifacts to represent how work is performed in organizations. Accordingly, a broad range of management tasks can be supported with such models, such as the documentation, evaluation, and improvement of business processes. The fundamental part of business process modelling is the representation and enacting of business processes. Research conducted in this area indicated the importance of BPM such as providing a common representation of processes which accelerates employees' understanding, and acts as means of communication. In addition, by analyzing and managing the process behaviour, BPM can serve as a basis for process improvement, which is the main aim of the research in hand. There is a great deal of concern among different developing economies including Egypt, that SMEs' potentials are not fully utilized although they dominate these economies, and claim to contribute to their success. The question often asked is what challenges are preventing those SMEs from performing efficiently. This research focused on examining the issues regarding SMEs in Egypt, and assessing whether Business Process Management particularly Business Process Re-engineering, would help enhance the organization's performance for particularly service-providing SMEs. Also, to explore the effectiveness of modelling business processes in identifying the areas needed for improvement. Process modelling was used to capture the current situation of a small-sized marketing agency in Egypt to assess its effectiveness in identifying problem areas and deficiencies existing. As a result, improvements would be realized and recommended for the organization. Therefore, this research contributed in drawing the lights on the importance of adopting BPM in service-providing SMEs.