

# Managing and Sustaining Digital Transformation

## Motivation

In the current era of disruption and uncertainty, digital transformation has emerged as a global priority for organizations and researchers in the field of Information Systems (IS). Digital transformation involves strategic changes that leverage digital technologies to expand an organization's business model, resulting in transformed products and processes, enhanced customer engagement, and new organizational structures for digitally enabled services. Business leaders have high expectations of digital transformation. They seek strategic contributions to the survival and success of their organizations by integrating advanced technologies and extending existing business models. However, despite the growing emphasis on digital transformation, our understanding of the process, including implementation, integration, and evaluation in practice, remains limited. The high failure rate of digital transformation initiatives reflects this gap in knowledge.



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## Fragestellung

The aim of this work is to create a better understanding of digital transformation and its implications. The questions below could be a starting point for possible areas of focus:

- How can organizations develop digital transformation mindsets, cultures and roles that enable them to effectively address digital transformation challenges?
- How can organizations sustain and evaluate the outcomes of digital transformations to ensure long-term success and foster continuous improvement?
- What are the key enablers and barriers that organizations face in managing and sustaining digital transformations?
- What factors contribute to the success or failure of digital transformations, and how can organizations mitigate risks and maximize the chances of successful outcomes?
- How can organizations build digital resilience to effectively respond to and thrive in the face of the challenges of digital transformation?

## Vorgehen / Literatur

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