

## **P8 - Holistic Digital Transformation**

### **2. DIGITAL TRANSFORMATION of ORGANIZATIONS and INDUSTRIES**

**Sven Packmohr**<sup>1</sup> ([sven.packmohr@mau.se](mailto:sven.packmohr@mau.se))

**Erdelina Kurti**<sup>1</sup> ([erdelina.kurti@mau.se](mailto:erdelina.kurti@mau.se))

<sup>1</sup> Computer Science and Media Technology, Malmö University

**Track summary:** The progress in digitalization and the correlation between digitalization and value creation have driven digital transformation (DT). The interplay between information and communication technologies through DT has altered business processes and workflows. Thus, this transformation was described as a trend introducing significant alterations in “traditional ways of doing business by redefining processes and relationships” (Dehning, Richardson, & Zmud, 2003). Based on this approach, DT encompasses technological and software products that allow for advances in strategy and business models, processes, and customer contact (Vial, 2019). DT intersects with the discipline of Information Systems (IS) (Wessel, Baiyere, Ologeanu-Taddei, Cha, & Blegind Jensen, 2021).

Through a combination of smart products and services, DT allows for enhanced servitization. Developing digital platforms and facilities to capture real-time data optimizes processes and leads to new business models (Benlian, Hilkert, & Hess, 2015). Accordingly, corporate DT expectations are high due to efficiency, productivity, competition, and customer relations opportunities. DT alters workplace settings, improving employee functions and competencies. Thus, DT is the base for competitive advantages. It accelerates the growth of digital pioneers, creating more value and profit for stakeholders (Gnam, Kalmbach, & Schertler, 2018).

However, the realization of these expectations is not easy. Corporations experience hindrances in grasping the potential of DT (Hess, Matt, Benlian, & Wiesböck, 2016). The DT process encounters several barriers (Hirsch-Kreinsen, 2016).

To come to a holistic view, we call for papers that, to some extent, intersect between digital investments, data security, digital competence, technological needs, supply chain integration, customer centricism, effective digital usage, and sustainability.