


Chapter 26

The Evolving Landscape of Digital Organizational Transformation

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ABSTRACT

This essay explores the concept of the digital organization, a phenomenon that has gained relevance with the expansion of information and communication technologies (ICT) and digitalization in business management. Through a theoretical and empirical review of the literature, the definitions and main approaches to the topic are addressed, highlighting how digital transformation affects organizational structure, business models, and interaction dynamics in companies. Methods used in previous studies are analyzed, as well as the results obtained and the resulting discussions, in order to propose a comprehensive framework on the nature and challenges of organizations in the digital age.

INTRODUCTION

This review focuses on the concept of “Digital Organization,” examining its theoretical underpinnings and empirical manifestations. The rapid advancement of digital technologies has profoundly reshaped the organizational landscape, leading to the emergence of new forms of organization, work practices, and leadership styles. To many people, going digital means only using technology to scale your business. The

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business of a digital organization is specialized and integrates into a profound cooperative network with all its contractors and clients. In this network, the organization integrates into the market value chains.

While to some, going digital means new ways of reaching your audience. Although both perspectives are correct, they aren't particularly whole. By exploring the literature on this topic, we aim to gain a comprehensive understanding of how digital technologies are transforming organizations and shaping the future of work.

Digital organization represents a paradigm shift in the way companies operate and relate to their customers. In simple terms, a digital organization utilizes digital tools or technology trends to its advantage both in its external and internal operations. It means to be attuned with your customers and their decision-making intimately. Digital transformation has become an imperative for modern organizations. Thanks to digital transformation, the world is no longer how it used to be decades ago. Several technological innovations and the versatility of smartphones have, in a way, influenced the communication between organizations and their audience.

Communication technology advancements aided organizational reaction to technological developments, therefore digital organizations should generate new capacities to foresee and adapt to changing developments in their business ecosystems (Hai *et al.*, 2021). In the same vein, no industry hasn't been influenced by digitalization and hasn't transformed digitally. No doubt emerging technologies such as the Internet of Things, 5G and AI have significant roles in the future of businesses.

Here are the top benefits of a digital organization. One benefit of being a digital organization is increased efficiency. Thanks to technology, your employees not only work better but smarter.

Digital organizations are more productive because they use the latest technologies like big data, the cloud, and machine learning. When transforming business digitally, it's evident in the number of new customers. Also, it cuts down on costs while working effectively.

In a business environment characterized by volatility and rapid technological evolution, companies must adapt to survive and thrive (Murcia, 2021). For businesses to be seen as digital, they have to possess some qualities. For instance, a digital organization is incomplete without automation. Every digital organization must offer real-time problem resolution using Artificial Intelligence and other automation platforms. This essay examines how digitalization not only affects internal processes but also customer experience and market competitiveness.

This essay examines the literature review of the concept of Digital Organization transformation exploring its theoretical foundations, empirical findings, research methodologies, its importance in the current context, the challenges organizations face, key implications and how they can adapt to these changes. Conceptual backgrounds, theoretical approaches, and empirical evidence are reviewed, in addition to presenting methods and analysis of results that lead to conclusions about the effectiveness of digitalization in organizations.

Drawing upon recent scholarly works, the review investigates the impact of digital technologies on organizational structures, processes, and cultures. Key aspects analyzed include the emergence of new organizational forms, the evolution of work practices, and the challenges and opportunities associated with digital transformation. Thankfully, this article delves deep into what a digital organization is, its structure, and examples. Compare traditional organizations and digital ones while seeing which has more relevance. In addition to this, we discuss the benefits of an organization going digital. The review concludes by highlighting emerging trends in digital organization research and suggesting avenues for future exploration.

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