

# Digital Transformation and Its Impact on Business Strategy

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**Abstract.** This article examines the impact of digital transformation on business strategy. It explores how digital technologies are reshaping strategic planning and execution. The research highlights the benefits of digital transformation, including increased agility and competitive advantage. Practical insights are offered to help businesses navigate the complexities of digital change and leverage technology for strategic success.

**Keywords:** digital transformation, business strategy, technology, agility, competitive advantage

## Introduction

Digital transformation is revolutionizing the way businesses formulate and execute strategies. This article delves into the impact of digital technologies on business strategy, highlighting the transformative potential of digital tools. The study provides insights into how organizations can harness digital transformation to enhance agility and gain competitive advantage. Practical recommendations are offered to guide businesses through the complexities of digital change.

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## References

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