

Digital Transformation and Its Effect on Organizational Performance

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Abstract. This article investigates the role of digital transformation in enhancing organizational performance. The study focuses on how digital tools and technologies, such as artificial intelligence, big data analytics, and cloud computing, contribute to improving efficiency and effectiveness within organizations. The research findings indicate that companies embracing digital transformation experience significant improvements in operational performance and customer satisfaction. Furthermore, the study highlights the challenges organizations face during the digital transformation process and offers strategies to overcome them.

Keywords: Digital Transformation, Organizational Performance, Artificial Intelligence, Big Data, Cloud Computing

Introduction

Digital transformation is reshaping the landscape of modern business, presenting both opportunities and challenges for organizations. This paper examines the impact of adopting digital tools and technologies on organizational performance. Through a series of case studies and empirical analyses, it explores how artificial intelligence, big data analytics, and cloud computing drive efficiency and innovation. The findings illustrate the transformative potential of digital technologies in boosting organizational productivity and customer engagement. However, the transition is not without challenges, including resistance to change and cybersecurity concerns. Practical strategies for successfully navigating digital transformation are also discussed.

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