

Final Project 1

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Project Template

Faculty of Management
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Final Project 1

The Impact of Digital Transformation on Organizational Performance in Saudi Aramco

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Chapter 3: Previous Studies

3.1 Introduction

Digital transformation has become one of the most important topics in modern business management. Many organizations are adopting digital technologies to improve efficiency, productivity, and competitiveness. As a result, numerous researchers have examined the relationship between digital transformation and organizational performance in different sectors. This chapter reviews previous studies related to the impact of digital transformation on organizational performance.

3.2 Previous Studies on Digital Transformation

George Westerman, Didier Bonnet, and Andrew McAfee (2014) examined how organizations use digital technologies to improve business performance. Their study found that companies adopting strong digital strategies achieved higher productivity and better customer satisfaction.

Anand Bharadwaj (2013) discussed digital business strategy and explained that digital transformation helps organizations create value, improve innovation, and strengthen competitiveness.

Gerald Kane (2017) found that successful digital transformation depends not only on technology, but also on leadership support, organizational culture, and employee readiness.

3.3 Previous Studies on Organizational Performance

Many studies have examined the factors affecting organizational performance. Researchers found that organizations with strong leadership, effective planning, and innovation practices usually achieve higher performance levels.

Studies also showed that performance can be measured through several indicators such as productivity, profitability, service quality, employee efficiency, and customer satisfaction.

3.4 Studies on the Relationship Between Digital Transformation and Organizational Performance

Gregory Vial (2019) reviewed digital transformation studies and concluded that digital technologies positively affect organizational efficiency, decision-making, and innovation.

Christian Matt, Thomas Hess, and Alexander Benlian (2015) found that organizations implementing digital transformation strategies improved internal processes and overall business performance.

Several recent studies also confirmed that digital transformation has a positive impact on operational efficiency, employee productivity, and competitive advantage.

3.5 Research Gap

Although many previous studies examined digital transformation and performance, most focused on banking, manufacturing, and technology sectors. There is limited research focusing on the energy sector, especially large companies such as Saudi Aramco. Therefore, this study seeks to fill this gap by examining the impact of digital transformation on organizational performance in Saudi Aramco.

3.6 Conclusion

This chapter reviewed previous studies related to digital transformation and organizational performance. The literature indicates a positive relationship between digital transformation and organizational success. However, limited studies have focused on the energy sector. Therefore, the current study aims to examine this relationship in Saudi Aramco.