

عنوان البحث: آثار استخدام الإدارة الرقمية في استدامة الأعمال
لدى المنظمات في المملكة العربية السعودية

**Project Title: The Effects of Digital Management on Business
Sustainability for Organizations in Saudi Arabia**

By

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Introduction:

Digital management is announced to utilize integrated technology to automate opportunity management duties. The process of digital transformation is how firms integrate technologies into every aspect of their operations in order to bring about substantial improvements. Digital transformation plays a vital role in changing the business for greater agility, improved efficiency, and eventually the creation of new value for shareholders, consumers, and workers. This study is focused on the effects of digital management on business sustainability for organizations in Saudi Arabia and demonstrates challenges and opportunities that can be implemented.

Research problem:

The research is based on the effects of digital management on business sustainability for organizations. The following are the main problems of the research:

- Evaluate The effects of digital management on business sustainability for organizations in Saudi Arabia.
- Find the strengths and weaknesses of present digital management in Saudi Arabia and be introduced to areas for improvement.
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The Important of the Research:

Currently, the efforts of the organization's management are always focused on enhancing digital management to improve the quality of provided processes or services and improve both employee and customer experiences. The importance of this study lies in the evaluation and comparison of the effects of digital management on business sustainability for organizations. The digital management of businesses has a variety of benefits. There are many challenges and resistances that require more effort to overcome. Technology, data, and others are contributors to transmission.

The Objectives of the Research

The research objectives are as follows:

1. Identification of both the benefits and challenges of applying digital management for business sustainability.
2. Explore the organizations stage of business sustainability.
3. Explore the impact of digital management on business sustainability.
4. Impact of digital management on the daily work of employees.

The Research Questions:

In order to understand digital management's role in achieving business sustainability, the following questions should be considered:

1. What are the effects of digital management on business sustainability for organizations?
2. What are the technologies that are used for successful digital management in organizations?
3. What is the structure of digital management that can be used to ensure business sustainability for organizations?

Research Hypotheses:

Main Hypothesis

There are statistically significant effects of digital management on business sustainability for organizations in the Kingdom of Saudi Arabia.

Sub-hypotheses

There are statistically significant effects of applying digital management in economics as one of the elements of business sustainability.

There are statistically significant effects of applying digital management to social issues as one of the elements of business sustainability.

Literature review:

The organization's management is highly impacted due to the digital transformation. In 2021, Feroz, Zo and Chiravuri reported that digital transformation is a process driven by digital technologies where disruptions are triggered in organizations and its impacts are enormous on organizational value creation, strategy, and structure mechanisms. As a matter of fact, the digital transformation observed in government administrations influences all aspects of the structure of the organization.

Digitization is an important constraint to successful management in attempting to achieve organizational efficiency. According to Borowski (2021), The degree of security, efficiency, availability, and longevity of energy systems are already improving via digitization. An ambitious accommodation of organizations can be achieved with efficacy through the implementation of digitalization.

Governments as well as companies have a chance to maximize their potential. The expression "digital imperative" acknowledges the inevitable move to digitalization in an environment of increasing competition (Gregori and Holzmann, 2020). Moreover, A firm's competitiveness may be increased while also fostering sustainable principles at the managerial level through the use of recent advances in technology (Yusuf and Lytras 2023).

However, as their businesses have to encompass social, environmental, and commercial logics—which frequently vary in terms of their principles, practices, and objectives—sustainable entrepreneurs face enormous challenges. These are natural, and organizations are accepting of utilizing digital technology for these purposes (Gregori and Holzmann, 2020).

Research Methodology:

In this study, the research method will be quantitative, which will help clarify the effects of digital management on the sustainability of businesses. The stages of sustainability will be measured, as well as its satisfaction, and will be taken into consideration. These are worked on and focused on to achieve the research objectives. In addition, the survey would be distributed publicly to people who are employed. Moreover, statistical tools would be used for analysis.

Reference:

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3. Gregori, P., & Holzmann, P. (2020). Digital sustainable entrepreneurship: A business model perspective on embedding digital technologies for social and environmental value creation. *Journal of Cleaner Production*, 272, 122817.
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