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مشروع تخرج مرحلة الماجستير إدارة المشاريع

دور التحول الرقمي في استمرارية الأعمال في القطاع المصرفي خلال كوفيد-19 في المملكة العربية السعودية

The impact of the role of digital transformation on business continuity in the banking sector during Covid-19 in the

Kingdom of Saudi Arabia

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## INTRODUCTION

The COVID-19 epidemic has had a huge impact on businesses around the world, particularly the financial industry. In order to guarantee service continuity during the pandemic, banks have had to use digital technology and alter their processes swiftly. During the pandemic, this shift towards digital transformation was an essential element of corporate continuity, notably in the banking industry. This research seeks to investigate the impact of digital transformation on business continuity in the Saudi Arabian banking sector during the COVID-19 pandemic. Specifically, it will examine how Saudi Arabian banks have utilized digital technology to preserve business continuity during the pandemic. Using current research, case studies, and expert perspectives, the study will provide insights into the effectiveness of digital transformation projects in guaranteeing business continuity in the banking sector during the pandemic. This study will contribute to the literature on digital transformation and business continuity by analyzing the role of digital technology in the banking industry throughout the pandemic. By focusing on the Saudi Arabian context, the study will provide unique insights into the problems and opportunities associated with digital transformation in the banking sector in a specific location. Using the most recent research and expert opinion in the subject, the following parts will provide a literature review, research methodology, results and discussion, and conclusion.



## PROBLEM STATEMENT

During the COVID-19 epidemic in Saudi Arabia, this study aims to evaluate how digital transformation has helped ensure business continuity in the banking industry. The study will examine the obstacles and opportunities related to digital transformation in the banking industry and shed light on its efficacy. The findings will contribute to the literature on digital transformation and business continuity and will inform future banking initiatives.

## IMPORTANCE OF THE RESEARCH

- Ensuring continuous critical services during times of crisis.
- Developing a road map for activity recovery.
- Addressing the challenges of a remote work model.
- Eliminating unnecessary processes that arose during the COVID-19 pandemic.
- Improving performance in business continuity.
- Increasing productivity in resource investigation.
- Enhancing customer experience and loyalty.
- Developing competencies and enhancing business effectiveness.

## RESEARCH OBJECTIVE

- Measure difficulties in stakeholder management during the COVID-19 pandemic in the banking sector in Saudi Arabia.
- Facilitate administrative tasks required to manage stakeholders in the banking sector during a crisis.
- Assessment of digital infrastructure readiness for natural disasters.



## THEORETICAL PREMISES

The pandemic of COVID-19 has had a significant impact on businesses around the world, including the banking industry. To mitigate the impact of the pandemic, many Saudi Arabian banks have adopted digital transformation strategies to ensure business continuity. This study seeks to investigate the theoretical premise that digital transformation has assisted Saudi Arabian banks in maintaining operations during the COVID-19 pandemic. This study will provide insights into the opportunities and challenges of using digital technologies to ensure business continuity in the banking industry by examining the efficacy of digital transformation initiatives. This study's findings will contribute to the literature on digital transformation and business continuity, as well as provide practical guidance to banking institutions in Saudi Arabia and beyond on how to adapt to disruptions and position themselves for long-term success.

## RESEARCH METHODOLOGY

This descriptive study will explore the influence of digital transformation on business continuity in the Saudi Arabian banking sector during the COVID-19 pandemic. This topic requires descriptive research since it permits the exploration and description of phenomena, in this case the use of digital technology by banks to maintain business continuity throughout the pandemic. The research design will entail both quantitative and qualitative data collection.

There will be two primary data collection methods: a survey and interviews. The survey will be done to a representative sample of Saudi Arabian bank workers. The questionnaire will include closed-ended questions that will enable the collection of quantifiable data. The survey will seek



to determine the extent to which banks deployed digital transformation during the pandemic, the efficacy of these measures in ensuring business continuity, and the challenges experienced by banks in adopting digital transformation.

In addition to the survey, semi-structured interviews will be undertaken with a sample of Saudi Arabian bank executives and IT specialists. The interviews will allow for the collection of qualitative data to supplement the survey results. The purpose of the interviews is to get a clearer understanding of the digital transformation initiatives conducted by banks during the pandemic, the difficulties encountered in implementing these initiatives, and the lessons learned that may be applicable to future crises.

The analysis of data will incorporate both quantitative and qualitative approaches. Using descriptive statistics such as frequencies and percentages, the survey's quantitative results will be evaluated. The qualitative interview data will be subjected to thematic analysis in order to find patterns and themes.

This research technique will provide an all-encompassing understanding of the significance of digital transformation in guaranteeing business continuity in the Saudi Arabian banking sector during the COVID-19 pandemic. This study's findings will contribute to the literature on digital transformation and business continuity in the banking industry, and provide practical guidance for banks in Saudi Arabia and worldwide.



## CONCLUSION

In conclusion, the purpose of this proposed study is to examine how the Saudi Arabian banking sector employed digital transformation to ensure business continuity during the COVID-19 pandemic. The purpose of this study is to assess the efficacy of digital transformation strategies in reducing the pandemic's impact on the banking industry. The study will contribute to the literature on digital transformation and business continuity by assessing the challenges and opportunities connected to digital transformation in the Saudi Arabian banking sector.

Using a combination of quantitative and qualitative data collection techniques, such as a survey and semi-structured interviews, the research aims to measure the difficulties in stakeholder management during the pandemic, facilitate the administrative tasks required to manage stakeholders in the banking sector during a crisis, and evaluate the preparedness of digital infrastructure for natural disasters.

Developing a road map for activity recovery, addressing the challenges of a remote work model, eliminating unnecessary processes that arose during the pandemic, improving performance in business continuity, increasing productivity in resource investigation, enhancing customer experience and loyalty, and developing competencies and enhancing business effectiveness will be significantly influenced by the findings of this study. This research will equip banking institutions in Saudi Arabia and beyond with actionable advice on how to adapt to disruptions and position themselves for long-term success.



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