



Assignment #2 – Research Project

Digital Transformation and Organizational Performance

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Assignment Research Document

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CHAPTER ONE: INTRODUCTION

1.1 Research Background

Digital transformation has become a major driver of organizational change globally. In Saudi Arabia, the service sector—including logistics, banking, healthcare, and telecommunications—is undergoing rapid digitalization aligned with Vision 2030 initiatives.

1.2 Research Problem

Although many global studies discuss digital transformation, limited empirical research focuses specifically on Saudi service companies.

1.3 Research Significance

The study contributes theoretically by providing Saudi-based empirical evidence on digital transformation and performance.

1.4 Research Questions

1. What is the impact of digital transformation on organizational performance in Saudi service companies?
2. How does employee readiness influence the success of digital transformation?
3. Does leadership support moderate the relationship between digital transformation and performance?

1.5 Research Objectives

1. To examine the effect of digital transformation on organizational performance.
2. To analyze the mediating role of employee readiness.
3. To investigate the moderating role of leadership support.

1.6 Research Hypotheses

- H1: Digital transformation has a positive impact on organizational performance.
- H2: Employee readiness mediates the relationship between digital transformation and performance.
- H3: Leadership support moderates the relationship.

1.7 Research Model

Independent Variable: Digital Transformation

Mediating Variable: Employee Readiness

Moderating Variable: Leadership Support

Dependent Variable: Organizational Performance

1.8 Research Methodology

Research Philosophy: Positivism

Approach: Deductive

Strategy: Quantitative survey

1.9 Scope of Study

The study focuses on employees and managers in Saudi service companies.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter presents a comprehensive review of the literature related to Digital Transformation, Employee Readiness, Leadership Support, and Organizational Performance.

2.2 Digital Transformation

Digital transformation refers to the strategic integration of digital technologies into business processes.

2.3 Employee Readiness

Employee readiness refers to employees' willingness, skills, and confidence to adopt new systems.

2.4 Leadership Support

Leadership support refers to the degree to which leaders provide guidance, vision, resources, and motivation.

2.5 Organizational Performance

Organizational performance refers to the extent to which an organization achieves its objectives.

2.6 Relationships Between Variables

Digital Transformation → Organizational Performance

Employee Readiness → Mediator

Leadership Support → Moderator

2.7 Summary

This chapter reviewed the literature related to digital transformation and organizational performance.

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