



Assignment #3 – Literature Review

Digital Transformation and Organizational Performance

Prepared by:

Suliman Hamad Almutawa

MidOcean University

Chapter Two: Literature Review

2.1 Introduction

This chapter provides a comprehensive review of the literature related to digital transformation and organizational performance. The purpose of this chapter is to establish a strong theoretical foundation for the study by examining prior research on the key constructs: Digital Transformation, Employee Readiness, Leadership Support, and Organizational Performance.

2.2 Digital Transformation

Digital transformation refers to the strategic adoption and integration of digital technologies into organizational processes, structures, and business models to improve efficiency, innovation, and competitiveness.

2.3 Employee Readiness

Employee readiness is defined as the extent to which employees possess the skills, motivation, and willingness to embrace digital change.

2.4 Leadership Support

Leadership support refers to the commitment and involvement of top management in promoting and guiding digital transformation initiatives.

2.5 Organizational Performance

Organizational performance represents the degree to which an organization achieves its strategic and operational objectives.

2.6 Relationships Between Variables

Prior research supports a direct positive relationship between digital transformation and organizational performance.

2.7 Ethical Considerations in Research

This study adheres to established research ethics principles, including informed consent, confidentiality, and data integrity.

2.8 Summary

This chapter reviewed the theoretical and empirical literature related to the study variables.

References

Chen, H., Chiang, R. H. L., & Storey, V. C. (2012). Business intelligence and analytics.
Davenport, T. H., & Harris, J. G. (2017). Competing on analytics.
McAfee, A., & Brynjolfsson, E. (2012). Big data: The management revolution.
Wamba, S. F., Akter, S., Trinchera, L., & De Bourmont, M. (2017). Big data analytics and firm performance.