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The State of Digital Transformation: A Pilot Study

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The State of Digital Transformation: A Pilot Study

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The State of Digital Transformation: A Pilot Study

Abstract

Although the COVID-19 pandemic has created many challenges for business operations, it has certainly driven businesses to deploy digital technologies in a variety of areas, including customer engagement, customer services, and workflow coordination. In addition to supporting overall business strategies, digital technologies have been shown to carry the capacity to trigger business innovations and renewal. This pilot study aims to understand the impact of COVID-19 on digitalization and further investigate the various paths of digital transformation at different businesses. Key findings will be discussed along with their implications for future research.