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Original Article

Client Engagement in Digital Transformation: Managing Resources for Seamless Transitions

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ABSTRACT

In today's rapidly evolving business landscape, digital transformation has become a critical strategy for organizations to remain competitive and relevant. However, successful digital transformation requires more than just technological upgrades – it necessitates a comprehensive approach to managing resources and engaging clients throughout the transition. This paper explores the role of client engagement in the digital transformation process, emphasizing how to manage and allocate resources effectively to ensure a smooth transition. By examining best practices, challenges, and strategies for overcoming barriers, the paper provides insights into how businesses can foster strong relationships with clients, build trust, and deliver sustainable outcomes. The paper also discusses future trends in digital transformation and the impact of emerging technologies on client engagement. Ultimately, effective client engagement and resource management are key drivers in ensuring the success of digital transformation initiatives.

KEYWORDS

Digital Transformation, Client Engagement, Resource Management, Change Management, Technology Integration, Client Collaboration, Business Transformation, Client Relationship, Future of Digital Transformation, Resource Allocation.

1. INTRODUCTION

1.1. Brief Introduction to Digital Transformation in Businesses

Digital transformation refers to the integration of digital technologies into all areas of a business, fundamentally changing how companies operate and deliver value to customers. It goes beyond simply adopting new technologies it's a complete rethinking of business models, processes, and customer interactions in the digital age. In today's competitive and fast-paced environment, digital *transformation* has become a necessity for organizations to stay relevant and agile. Businesses are embracing technologies such as cloud computing, artificial intelligence, big data analytics, and the Internet of Things (IoT) to improve operational efficiency, enhance customer experiences, and innovate faster than ever before. This transformation often affects every department, from marketing and sales to HR and finance, and requires a shift in organizational culture to adapt to new ways of working.

1.2. The Importance of Client Engagement in The Digital Transformation Process

While technological advancements are crucial to digital transformation, engaging clients in the process is equally important. Clients, or customers, are often the most directly affected by changes in business models, customer service, and product offerings. Their satisfaction and continued loyalty depend on how well a company manages these changes. Effective client engagement throughout the digital transformation journey can help mitigate resistance to change, ensure that customer expectations are met, and maintain or even enhance the customer experience. Clients need to feel involved and informed about the transformation process, which can ultimately lead to stronger partnerships, better insights into customer needs, and improved service offerings. Additionally, as businesses shift towards more data-driven operations, engaging clients in co-creating solutions or providing feedback becomes a valuable resource for continuous improvement.

1.3. Overview Of the Paper's Focus: Managing Resources for Seamless Transitions

This paper delves into the crucial aspect of resource management in the context of digital transformation, with a particular focus on client engagement. While technological tools and strategies are vital, the efficient allocation and management of resources are what enable businesses to execute digital transformation initiatives smoothly. The process involves coordinating various resources such as technology, financial investments, human capital, and time. At the heart of this discussion is the idea that client engagement plays a pivotal role in ensuring the transformation is both effective and seamless. By carefully managing resources and keeping clients informed, businesses can ensure a smoother transition, prevent disruptions, and ultimately achieve their desired outcomes. This paper will explore how businesses can manage these resources effectively and outline strategies to foster strong, productive relationships with clients during this period of change.

2. UNDERSTANDING DIGITAL TRANSFORMATION

2.1. Defining Digital Transformation

Digital transformation is not just about adopting new technologies it's about rethinking business operations and integrating technology to improve performance and drive business growth. It involves leveraging digital tools and platforms to create new or modify existing processes, corporate culture, and customer experiences to meet changing business and market requirements. Digital transformation is often seen as a response to technological innovation, competitive pressures, and changing customer expectations, and it encompasses a wide range of changes in business models, technology infrastructure, and organizational structures. Whether it's automating internal processes, adopting cloud-based solutions, or utilizing data analytics to improve decision-making,

digital transformation is about aligning the business strategy with the digital age to deliver sustainable growth and value. It's a comprehensive approach that touches all aspects of an organization from strategy, technology, and culture, to operations, marketing, and customer relations.

2.2. Key Drivers of Digital Transformation in Industries

Several factors are driving the adoption of digital transformation across industries. First, the pace of technological innovation is rapidly accelerating. New technologies like AI, machine learning, cloud computing, and automation are not only enhancing existing processes but are enabling entirely new business models and capabilities. Second, consumer behavior is changing, with clients and customers expecting seamless, personalized experiences. Businesses must adapt to these expectations by adopting digital tools that enable faster communication, more relevant offerings, and personalized services. Third, competition in the digital age is fiercer than ever, with even small companies able to disrupt large enterprises by using innovative digital strategies. The need for operational efficiency is another driver, as companies look for ways to reduce costs, improve productivity, and streamline operations using digital tools. Lastly, regulatory pressures and the need for greater transparency are prompting businesses to adopt digital transformation to improve data governance and compliance. These drivers are reshaping how businesses operate and interact with customers, creating an imperative for digital transformation across industries.

2.3. Challenges Businesses Face in Implementing Digital Transformation

Despite the numerous benefits of digital transformation, businesses face several challenges when implementing these changes. One of the primary obstacles is resistance to change, both from employees and customers. Employees may fear job displacement, the complexity of new technologies, or a shift in their daily responsibilities. For customers, adapting to new service models or digital interfaces can lead to frustration or confusion. Additionally, integrating new technologies with legacy systems can be complex, time-consuming, and expensive. Many businesses struggle with the high costs of implementing digital solutions, as well as the ongoing maintenance and training costs associated with upskilling employees. Another significant challenge is managing data—gathering, analyzing, and making sense of large amounts of data to make informed decisions is a critical part of digital transformation, but it requires specialized tools, skills, and strategies that many organizations do not have in place. Furthermore, cybersecurity concerns are heightened with digital transformation, as businesses must protect sensitive customer data from cyberattacks, and comply with increasingly stringent privacy regulations. Lastly, businesses must find ways to align their digital transformation efforts with their overall business strategy, ensuring that all transformations lead to measurable business outcomes rather than just technological upgrades. These challenges underscore the importance of careful planning, resource management, and client engagement in achieving a successful digital transformation.

3. ROLE OF CLIENT ENGAGEMENT IN DIGITAL TRANSFORMATION

3.1. Importance Of Involving Clients in The Transformation Process

Client engagement is a cornerstone of any successful digital transformation. Involving clients early and throughout the transformation process ensures that their needs, preferences, and concerns are fully understood and addressed. Digital transformation often leads to significant changes in the way businesses interact with their customers, including new products, services, and delivery models. If clients are not properly engaged in this process, they may feel disconnected, confused, or dissatisfied with the changes, which can lead to a loss of trust and loyalty. By involving clients,

businesses can gain valuable insights into customer expectations, pain points, and areas for improvement, helping to design solutions that are truly customer-centric. Furthermore, client involvement can create a sense of ownership and partnership, leading to greater acceptance and support for the transformation. This collaborative approach not only helps mitigate resistance to change but also fosters a deeper, more meaningful relationship with clients.

3.2. Building Trust and Collaboration with Clients During Digital Changes

Trust and collaboration are key to maintaining strong client relationships during digital transformation. Clients may feel apprehensive about the changes that digital transformation entails, especially when it comes to how their personal data is handled, how services will be affected, or whether they will benefit from the new processes. To address these concerns, businesses need to be transparent about the changes being made and how they will directly impact the client experience. Regular communication, both formal and informal, is essential to keep clients informed and involved throughout the process. Furthermore, businesses should actively solicit client feedback, ensuring that their concerns are heard and addressed. Collaborating with clients—whether through co-creation, pilot programs, or advisory councils—helps to build trust and makes clients feel that they have a voice in the transformation. By fostering a collaborative environment, businesses not only strengthen their relationship with clients but also enhance the overall success of the digital transformation.

3.3. Strategies For Engaging Clients at Different Stages of The Transformation

Client engagement should evolve as the digital transformation process progresses, with distinct strategies required at each stage. In the initial phase, engagement should focus on education and awareness. Clients need to understand the reason for the transformation and how it will benefit them. Clear communication through presentations, webinars, or information sessions can help to align expectations. During the planning and design phase, engagement should shift to involve clients more directly in co-creation. This could mean gathering feedback through surveys, focus groups, or early beta testing of new digital products or services. At this point, businesses should be listening intently to the client's specific needs and concerns to ensure the transformation meets their expectations. In the execution phase, businesses should maintain ongoing communication and support, addressing any issues that arise promptly. This phase often involves hands-on assistance, customer support hotlines, or training sessions. Finally, during the post-transformation phase, businesses should continue to monitor customer satisfaction, track results, and continue to engage clients for feedback. Regular updates, user forums, or performance reviews will allow businesses to refine their transformation efforts and ensure that clients are fully integrated into the new digital ecosystem. By customizing engagement strategies at each stage, businesses can maximize client satisfaction and ensure the transformation is aligned with client needs.

4. MANAGING RESOURCES FOR A SEAMLESS TRANSITION

4.1. Identifying Key Resources (Technology, Human, Financial)

Digital transformation requires careful management of a wide range of resources, including technology, human capital, and financial investments. Technology is perhaps the most obvious resource, as it encompasses everything from software solutions and cloud platforms to cybersecurity systems and data analytics tools. These technological resources must be selected based on the company's transformation goals, scalability, and compatibility with existing infrastructure. Human resources, on the other hand, play a critical role in the transformation process. This includes the leadership team driving the change, employees who will use the new technologies, and possibly external consultants or specialists who can provide expertise. The financial resource is also crucial, as

businesses need to allocate funds for technology acquisition, implementation, training, and ongoing maintenance. Properly identifying and managing these resources ensures that businesses have the tools, knowledge, and financial backing needed to execute a successful transformation without disrupting operations or straining budgets.

4.2. Resource Allocation: Balancing Short-Term Needs with Long-Term Goals

A key challenge in managing resources for digital transformation is balancing short-term needs with long-term objectives. Businesses often need to invest heavily in technology and training, which may strain short-term budgets or operations. However, it's essential to view digital transformation as a long-term investment in the company's future. Resource allocation must consider both immediate requirements, such as the installation of new systems or training staff on new platforms, and long-term goals, such as achieving operational efficiency, improving customer experience, and driving innovation. A well-thought-out resource allocation strategy ensures that businesses can meet short-term operational demands while staying focused on their long-term vision. This may involve phased implementation of digital tools, gradual upskilling of employees, or strategic investments in infrastructure that will pay off in the future. Businesses must also be flexible enough to adapt their resource plans as they gain insights from the ongoing transformation process.

4.3. Addressing Skills Gaps: Training And Upskilling Employees and Clients

One of the most significant challenges businesses face during digital transformation is addressing the skills gap. Employees may not be familiar with the new technologies being introduced, and without proper training, they may struggle to adopt the tools and processes required for the transformation. To ensure a seamless transition, businesses must invest in continuous training and upskilling programs for their workforce. This can include hands-on training, online courses, or certifications in relevant technologies. Upskilling programs should be designed to empower employees with the necessary skills to work efficiently within the transformed environment, ensuring that they can utilize the new digital tools effectively. Moreover, businesses should also consider offering training or support for clients, especially if the transformation involves changes in how clients interact with products or services. Providing resources, tutorials, or customer support can help clients adjust to the new digital experience, ultimately ensuring that both employees and clients are prepared for the transition.

4.4. Technological Resources: Selecting The Right Tools and Platforms

Selecting the right technological resources is one of the most critical aspects of ensuring a successful digital transformation. With a vast array of tools and platforms available, businesses must choose the ones that align with their transformation goals and can integrate seamlessly with existing systems. The right technology should enhance operational efficiency, provide scalability, and offer flexibility to adapt to future changes. For example, cloud-based solutions can provide businesses with greater flexibility, while data analytics tools can help businesses make informed, data-driven decisions. When selecting technological resources, businesses need to assess the long-term viability of the solutions, their compatibility with other tools, and the support services available. It's important to involve both IT teams and end-users in the decision-making process to ensure that the selected tools meet the needs of the business and its clients. This careful selection of technological resources helps to create a solid foundation for the entire digital transformation process.

4.5. Financial Considerations: Budgeting For Technology Upgrades and Process Changes

Financial resources are often a limiting factor in digital transformation, and managing these resources effectively is essential for a successful transition. Budgeting for digital transformation involves not only funding the upfront costs of new technologies and tools but also considering the ongoing costs associated with training, maintenance, and potential upgrades. Companies must take a strategic approach to budgeting, ensuring that they allocate funds for both immediate implementation and long-term sustainability. This means planning for the costs of new hardware, software, and the integration of these technologies into existing systems. Additionally, businesses should factor in the costs of change management initiatives, which include training programs, support systems, and the development of new processes or workflows. Financial considerations should also account for potential risks, such as delays or unforeseen challenges, which may require additional investments. Effective budgeting and financial planning help ensure that the digital transformation process stays on track, avoids overspending, and delivers a positive return on investment in the long term.

5. BEST PRACTICES IN CLIENT ENGAGEMENT

5.1. Personalized Communication and Feedback Loops

One of the most effective ways to engage clients during digital transformation is through personalized communication. As businesses adopt new technologies and processes, the client experience may change, and personalized communication ensures that clients feel informed, heard, and valued throughout the process. This can involve tailoring communication to the specific needs and preferences of each client, whether through one-on-one meetings, personalized emails, or targeted content. Clients are more likely to stay engaged when they know the company is actively considering their unique challenges and needs. Alongside personalized communication, feedback loops play a crucial role in strengthening client engagement. Regularly collecting feedback allows businesses to measure client satisfaction, identify pain points, and make adjustments as needed. By continuously asking for and acting on client feedback, companies show a commitment to improving the client experience and demonstrate that their voices matter in the transformation process. This iterative process builds trust and helps ensure that clients are aligned with the company's evolving goals.

5.2. Regular Progress Updates and Expectation Management

Digital transformation can be a lengthy and complex process, and clients may grow anxious or frustrated if they are not kept in the loop about progress. Providing regular updates throughout the transformation process is essential for maintaining transparency and ensuring clients feel informed and involved. These updates should clearly communicate the milestones achieved, the status of upcoming changes, and any potential delays or adjustments to the timeline. Keeping clients updated helps manage their expectations, reducing uncertainty and potential frustration. Expectation management is critical, as clients may have unrealistic expectations about the speed and extent of the transformation. By setting realistic goals and continuously communicating progress, businesses can ensure clients are not disappointed and are better prepared for the changes. Additionally, these updates should include clear explanations of how each step in the process will impact the client, giving them a better understanding of what to expect and how the transformation will benefit them in the long run.

5.3. Implementing Change Management Strategies for Clients

Change management strategies are essential in helping clients navigate through the adjustments that digital transformation brings. Digital transformation often involves not just new technologies but also changes in processes, workflows, and customer interactions. Clients may face a range of challenges, from learning new systems to adapting to new service models. Change management strategies can help minimize disruption and ensure that the transition is as smooth as possible. These strategies should focus on communication, training, and support. For instance, businesses can offer training programs or resources to help clients understand and use the new technologies effectively. Additionally, clear and consistent communication about what's changing, why it's changing, and how it will benefit the client is vital in managing any resistance or anxiety. Providing ongoing support, such as a dedicated helpdesk or customer success manager, helps clients feel more confident and supported throughout the transformation process. Implementing a structured change management plan for clients can lead to better adoption rates, increased satisfaction, and stronger long-term relationships.

5.4. Case Studies of Successful Client Engagement During Digital Transformation

Case studies offer real-world examples of how client engagement strategies can be successfully implemented during digital transformation. These examples provide valuable insights into what has worked in similar situations and highlight the positive impact that proper engagement can have on the success of the transformation. For example, a case study may showcase a company that successfully integrated a new customer relationship management (CRM) system by involving its clients in the testing and feedback process, ultimately leading to greater user adoption and improved customer satisfaction. These case studies illustrate the importance of collaboration and communication throughout the process, showing how businesses can maintain strong client relationships even during periods of significant change. By examining these success stories, businesses can learn how to apply similar strategies and avoid common pitfalls when engaging clients during their own digital transformations.

6. OVERCOMING COMMON BARRIERS

6.1. Resistance To Change: Strategies To Address Client Concerns and Resistance

Resistance to change is one of the most common barriers businesses face during digital transformation. Clients, like employees, may fear the unknown or feel uncomfortable with new technologies or processes. They may worry about the impact on their day-to-day activities, potential disruptions, or the need to learn new systems. To address client resistance, businesses must first acknowledge these concerns and create an open environment for discussion. Listening actively to clients' fears or uncertainties is crucial in identifying the root causes of resistance. Providing clear communication about the benefits of the transformation and how it will improve the client experience can help alleviate concerns. Additionally, businesses can offer training programs, workshops, or even pilot programs to allow clients to familiarize themselves with the new systems before they are fully implemented. It's also helpful to highlight early wins or successes in the transformation process to show clients the positive impact of the changes. By taking a proactive, empathetic approach to client concerns, businesses can minimize resistance and build a sense of partnership and trust, ultimately ensuring a smoother transition.

6.2. Resource Limitations: How To Prioritize Resources Effectively

Digital transformation often requires a significant investment in resources, including technology, personnel, and financial capital. However, many businesses face resource limitations that

can hinder their ability to fully execute the transformation. Prioritizing resources effectively is crucial to ensuring that the most critical aspects of the transformation are addressed first. This involves identifying the areas that will have the most immediate and significant impact on the business and focusing resources on those areas. For instance, if a business is transitioning to a new digital platform, it may prioritize investing in core infrastructure, training for key teams, and tools that directly impact customer-facing processes. Additionally, businesses should consider adopting a phased approach to the transformation, which allows them to spread out resource allocation over time, making the process more manageable. Prioritization should also include aligning resources with business objectives, ensuring that the investments made today will drive long-term value. By carefully managing resources and focusing on high-impact areas, businesses can make the most of their available resources without sacrificing the overall success of the transformation.

6.3. Managing Client Expectations: Mitigating Risks and Ensuring Satisfaction

Managing client expectations is crucial for ensuring satisfaction during the digital transformation journey. Clients may have high expectations regarding the speed of implementation, the features of new technologies, or the level of support they will receive. If these expectations are not managed effectively, clients may become dissatisfied or frustrated. One of the most important strategies for managing expectations is setting realistic goals and timelines at the outset of the transformation. Businesses must communicate clearly and regularly about the progress of the transformation, any potential delays, and the steps being taken to ensure success. It's also important to involve clients in the process, allowing them to provide feedback and contribute to the development of the solution. By providing clients with a clear understanding of what to expect and when, businesses can reduce uncertainty and increase trust. Additionally, businesses should be prepared to address any challenges or issues that arise and offer quick solutions to prevent dissatisfaction. By proactively managing client expectations, businesses can ensure that the transformation process runs smoothly and that clients remain satisfied with the results.

7. FUTURE TRENDS IN CLIENT ENGAGEMENT AND DIGITAL TRANSFORMATION

7.1. Emerging Technologies Influencing Client Engagement (AI, Iot, Cloud, Etc.)

The landscape of client engagement in digital transformation is being rapidly reshaped by emerging technologies like artificial intelligence (AI), the Internet of Things (IoT), and cloud computing. AI is revolutionizing how businesses interact with clients by enabling more personalized and efficient communication. Through the use of machine learning algorithms, AI can analyze vast amounts of data to predict customer behavior, recommend products, or offer real-time assistance via chatbots, ensuring that businesses can engage clients in more relevant and timely ways. The IoT is also playing a significant role by creating a more connected world where businesses can offer more interactive and personalized experiences. For example, IoT-enabled devices can collect data about how customers use a product, which businesses can use to offer tailored services or improve product features. Cloud computing, on the other hand, is enabling businesses to store and process data more efficiently, making it easier to access and analyze client information across various touchpoints. This helps businesses to provide a more seamless, consistent, and responsive experience to clients. As these technologies continue to evolve, they will further enhance the capabilities of businesses to engage clients in dynamic and innovative ways, ultimately transforming customer experiences.

7.2. How Evolving Customer Expectations Will Impact Digital Transformation Strategies

Customer expectations are evolving rapidly as digital technologies continue to advance, and businesses must adjust their digital transformation strategies to meet these changing demands.

Today's consumers expect instant, personalized, and seamless experiences across all digital channels. They want to interact with businesses in ways that are convenient, efficient, and tailored to their preferences, whether through mobile apps, websites, or social media. This has significant implications for digital transformation strategies, as businesses must design systems and processes that can deliver on these expectations. For example, businesses need to embrace omnichannel strategies that ensure consistent and connected experiences across every touchpoint. They must also invest in advanced technologies, such as AI and big data analytics, to understand individual customer preferences and deliver personalized services or recommendations. Additionally, clients are becoming more concerned with privacy and data security, meaning businesses must prioritize the secure handling of customer data in their transformation initiatives. To keep up with these evolving customer expectations, businesses will need to remain agile and continuously refine their digital transformation strategies, always focusing on delivering value and improving the customer experience.

7.3. The Growing Role of Customer-Centric Approaches in Future Transformations

Customer-centric approaches will increasingly become the backbone of future digital transformations. As competition intensifies and customers become more discerning, businesses that put the customer at the heart of their transformation efforts will have a significant advantage. This involves not only offering personalized experiences but also understanding and anticipating customer needs, preferences, and pain points at every stage of their journey. By leveraging customer data, businesses can create tailored solutions that resonate with their target audience. Moreover, adopting a customer-centric mindset means that businesses must involve clients in the transformation process, ensuring that their feedback is actively sought and incorporated. This approach shifts the focus from just technological upgrades to creating a deeper connection with clients and fostering long-term relationships. In the future, businesses will increasingly rely on customer insights to drive innovation and improve their offerings, ensuring that every decision made during the digital transformation process serves the needs of the customer. As a result, businesses that embrace customer-centric strategies will be better equipped to achieve successful digital transformations and sustain competitive advantages in an increasingly complex and fast-moving market.

8. CONCLUSION

8.1. Summary Of Key Points Discussed

The paper has explored the critical role of client engagement in ensuring successful digital transformation initiatives. It highlighted the need for businesses to embrace new technologies such as AI, IoT, and cloud computing to improve client interactions and create more personalized, seamless experiences. Effective resource management was also identified as a cornerstone of a smooth digital transformation, with a particular emphasis on balancing short-term needs with long-term goals and addressing skills gaps within the workforce. Engaging clients through personalized communication, regular progress updates, and transparent change management strategies was presented as essential for fostering trust and collaboration. Furthermore, strategies to overcome common barriers, such as resistance to change and resource limitations, were discussed, with emphasis on maintaining strong client relationships throughout the transformation process. Finally, the future of client engagement in digital transformation was examined, emphasizing the growing importance of customer-centric approaches, the evolving role of emerging technologies, and the shifting expectations of consumers.

8.2. The Importance of Managing Resources and Engaging Clients for Successful Digital Transformation

Managing resources effectively and maintaining strong client engagement are fundamental to the success of any digital transformation. A seamless transformation requires the careful allocation of technological, human, and financial resources to ensure that the necessary infrastructure and support systems are in place. Moreover, engaging clients in the transformation process helps businesses understand customer needs, build trust, and prevent resistance to change.

A business that invests in both resource management and client engagement is more likely to achieve a smooth and successful transition, ensuring that the transformation delivers value both to the company and its clients. This dual focus also helps businesses maintain client satisfaction, drive innovation, and stay competitive in a rapidly changing market.

8.3. Final Thoughts on Ensuring Seamless Transitions in Digital Transformation Projects

The journey of digital transformation is complex, but with a strategic approach to resource management and client engagement, businesses can significantly increase their chances of success. Clear communication, personalized client interactions, and a customer-centric mindset are essential in creating positive client experiences and ensuring that digital changes are smoothly integrated into the business. While challenges such as resistance to change, resource constraints, and evolving customer expectations will continue to emerge, businesses that are prepared to address these challenges proactively will be better positioned to succeed.

In the future, as technology continues to evolve and customer expectations continue to rise, businesses will need to remain adaptable, forward-thinking, and deeply committed to delivering value to their clients. Ultimately, seamless transitions in digital transformation projects will require careful planning, effective resource management, and, most importantly, a sustained focus on building strong relationships with clients. By doing so, businesses can ensure that their digital transformation not only meets the needs of the present but also sets them up for long-term success in the future.

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