The document is a PhD research proposal by Heider Jeffer, titled ""**The Impact of Digital Transformation on Performance and the Cultural Industry: Challenges and Opportunities**," submitted to the Leeds Doctoral College, University of Leeds, **Possible Research questions** and **Appendix**.

The study aims to evaluate the effects of digital transformation on the cultural industry, particularly focusing on performance metrics, challenges, and opportunities. Here's a summarized overview:

1.1.1 Introduction

- **Objective**: To analyze the impact of digital transformation on the cultural industry's performance, highlighting challenges and exploring new opportunities.
- **Scope**: Covers various sectors like arts, entertainment, and heritage, examining how technologies like AI, big data, and IoT are reshaping these fields.

1.1.2 Problem Statement

- **Issue**: The full impact of digital transformation on the efficiency and effectiveness of cultural organizations is not well understood.
- **Goal**: To quantify these impacts and understand how digital technologies influence cultural production and consumption.

1.1.3 Research Questions

1. **Performance**: What digital transformation factors enhance the efficiency and effectiveness of cultural institutions?
2. **Challenges**: What are the key challenges faced by cultural institutions in adopting digital transformation?
3. **Opportunities**: What digital transformation factors enhance diversity and equal opportunity in the cultural industry?

1.1.4 Methodology

- **Approach**: Utilizes a mixed-methods approach combining quantitative performance data analysis with qualitative case studies and expert interviews.
- **Data Sources**: Industry reports, financial records, surveys, and gray literature.
- **Tools**: Thematic analysis and Atlas.ti software.

1.1.5 Literature Review

- **Digital Transformation**: Defined as the adoption of digital technology to create or modify products, services, and operations.
- **Previous Studies**: Reviewed studies across various industries, emphasizing the need for strategic alignment and innovation in digital transformation processes.

1.1.6 Challenges and Opportunities in the Cultural Industry

- **Challenges**: Digital divide, copyright and intellectual property issues, preservation of cultural heritage, organizational barriers.
- **Opportunities**: New forms of cultural expression, increased accessibility, global collaboration, efficient administrative processes.

1.1.7 Case Studies in Cultural Industries

- Examples from music, film, publishing, fashion, video games, advertising, art, architecture, performing arts, and crafts industries.
- Analysis of digital transformation processes within these sectors.

1.1.8 Data Collection and Analysis

- **Steps**: Defined and refined search keywords, applied search criteria, identified and analyzed relevant cases.
- **Outcome**: Identification of triggering factors for digital transformation, categorized into common themes for performance, challenges, and opportunities.

1.1.9 Expected Outcomes

- **Contribution**: Detailed analysis of digital transformation's impact on performance in the cultural industry.
- **Factors**: Identification of major economic, social, and technological factors influencing digital transformation.

1.1.10 Significance

- **Impact**: Informing policy recommendations and strategic planning to enhance the sustainability and resilience of the cultural sector in the digital age.

The document provides a comprehensive framework for examining the interplay between digital technologies and cultural industry performance, emphasizing both the benefits and challenges of digital transformation.