

UMEÅ UNIVERSITY

MANAGING THE DIGITAL ENTERPRISE

## Individual Assignment 3

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# 1 Core assumptions in digital transformation literature

In this Section, the core assumptions of Venkatraman in *The digital matrix: new rules for business transformation through technology* [3] and Westerman, Bonnet and McAfee in *Leading digital: Turning technology into business transformation* [2] are presented.

## 1.1 Introduction of the authors

### Author of *The digital matrix*



Picture of Venkat Venkatraman<sup>1</sup>

Dr. Venkatraman holds a PhD from the University of Pittsburgh's (Katz Graduate School of Business, 1985). He specializes in the study of how established companies adapt to digital technologies. He published his knowledge in his book *The Digital Matrix: New Rules for Business Transformation through Technology* in 2017. [1, 2]

### Authors of *Leading digital*



Picture of George Westermann<sup>2</sup>

George Westerman is a Senior Lecturer at MIT Sloan School of Management and Founder of the Global Opportunity Initiative. He has written award-winning books and conducted research on digital transformation.



Picture of Didier Bonnet<sup>3</sup>

Some text bla bla bla something lalalalala



Picture of Andrew McAfee<sup>4</sup>

Some stuff about this guy here

<sup>1</sup>Picture from <https://www.dukece.com/people/venkat-venkatraman/>

<sup>2</sup>Picture from <https://mitsloan.mit.edu/faculty/directory/george-f-westerman>

<sup>3</sup>Picture from <https://digitaltransformation2021.brightline.org/speakers/didier-bonnet/>

<sup>4</sup>Picture from <https://www.mckinsey.com/capabilities/strategy-and-corporate-finance/our-insights/the-strategy-and-corporate-finance-blog/leadership-rundown-is-technology-a-force-for-good>

## 2 Consequences of assumptions in digital transformation

Definitions
Text

## 3 Constraints of conventional approaches

Definitions
Text

## References

- [1] Venkat Venkatraman. *N. Venkat Venkatraman — Questrom School of Business*. Website: <https://www.bu.edu/questrom/profile/n-venkatraman/>, accessed: 19.10.2023. 2021.
- [2] Venkat Venkatraman. *The digital matrix: new rules for business transformation through technology*. LifeTree Media, 2017.
- [3] George Westerman, Didier Bonnet, and Andrew McAfee. *Leading digital: Turning technology into business transformation*. Harvard Business Press, 2014.