

UMEÅ UNIVERSITY

MANAGING THE DIGITAL ENTERPRISE

Individual Assignment 4

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Contents

1	Digital Transformation	2
2	Section 2	2
3	Section 3	2
	References	3

1 Digital Transformation

Nathan Furr and Andrew Shipilov in *Digital doesn't have to be disruptive: the best results can come from adaptation rather than reinvention*. [1]

Definitions

Text

2 Section 2

Definitions

Text

3 Section 3

Definitions

Text

References

- [1] Nathan Furr and Andrew Shipilov. “Digital doesn’t have to be disruptive: the best results can come from adaptation rather than reinvention”. In: *Harvard Business Review* 97.4 (2019), pp. 94–104.