

UMEÅ UNIVERSITY

MANAGING THE DIGITAL ENTERPRISE

Individual Assignment 2

Pina Kolling

supervised by

Dr. Daniel SKOG

and

M. Sc. Ramy SHENOUDA

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1 Digital Transformation in Incumbent Companies

Incumbent company

Incumbent company refers to a well-established entity that has a significant presence and history within a particular industry or market. These companies have been in operation for a long period, often for many years or decades, and have typically achieved a level of market leadership, brand recognition, and customer base. [1, 2]

2 Key challenges for established companies

3 Strategies for overcoming challenges

References

- [1] Venkat Venkatraman. *The digital matrix: new rules for business transformation through technology*. LifeTree Media, 2017.
- [2] George Westerman, Didier Bonnet, and Andrew McAfee. *Leading digital: Turning technology into business transformation*. Harvard Business Press, 2014.