

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* [2] and Westerman, Bonnet and McAfee in *Leading digital: Turning technology into business transformation* [1] are presented.

### Definitions

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## 2 Consequences of assumptions in digital transformation

### Definitions

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## 3 Constraints of conventional approaches

### Definitions

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## 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.