

UMEÅ UNIVERSITY

MANAGING THE DIGITAL ENTERPRISE

Individual Assignment 4

Pina Kolling

supervised by

Dr. Daniel SKOG

and

M. Sc. Ramy SHENOUDA

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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]

- "means adapting an organization's strategy and structure to capture opportunities enabled by digital technology" [1, p. 96]

Definitions
Text

2 Section 2

Definitions
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3 Section 3

Definitions
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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.