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**Assessment Cover Page**

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| *Module Title* | Strategic Thinking |
| *Assessment Title* | Project Capstone |
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Abstract

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# Introduction

# Chapter 1

## Chapter 1.1

### Chapter 1.1.1.

TITLE: Digital Transformation and its influence on the Competitiveness of Irish Companies

Introduction: Ireland, as a key technological hub within Europe, is facing increasing vulnerability to global disruptions. In 2025, the confluence of geopolitical tensions, economic uncertainty and rapidly evolving technological advancements present significant challenges. These are not only affecting businesses operational models but are also putting at risk the long-term sustainability of the technicology sector, an industry integral to Ireland's economy. As digital landscape continues to shift, understanding how these global forces interacts with Ireland's technological resilience is crucial for shaping strategies that ensure the country’s competitive edge and economic security.

Problem definition: This study aims to examine the economic and technological vulnerability of Ireland’s tech sector amidst global disruption in 2025. Specifically, the study focuses on how geopolitical instability, economic uncertainty and technological transformation impact the growth, stability and innovation capacity of technology companies operating in Ireland. The problem lies in leveraging data driven insights to determine how these actors can be effectively utilized to ensure that Ireland remains a competitive and sustainable player in the global tech market. The study will collect and analyse relevant data from industry reports, market trends and company performance metrics to uncover the patterns and insights that can inform resilience strategies.

Objectives:

1. To analyse the impact of geopolitical instability and economic uncertainty on the performance of technology companies in Ireland by collecting and examining industry data with the goal of identifying key resilience factors by the end of 2024.

To assess the role of technological transformation in driving innovation and growth within the iris tech sector by conducting a comprehensive analysis of technological adoption trends and the correlation with company success metrics aiming to deliver a detailed report by the end of 2024

To develop a predictive model using Data Analytics techniques that identifies key drivers of resilience for Irish tech companies providing recommendations on strategies for maintaining long term competitiveness in the global market.

**Literature review**

Existing research highlights the role of R&D, digital transformation, and regulatory frameworks in shaping innovation ecosystems (OECD, 2021; European Commission, 2023). However, recent global events—such as Brexit, the Ukraine war, and supply chain disruptions—have altered investment patterns and innovation priorities (IMF, 2023).

Geopolitical tensions and economic instability influence corporate risk-taking and R&D investment. Studies show that uncertainty reduces funding for high-risk innovation, leading firms to focus on regulatory compliance rather than breakthrough advancements (Pisani et al., 2022). Ireland, a key European tech hub, faces additional pressure from EU regulations, talent shortages, and changing FDI trends (Enterprise Ireland, 2023).

**Scope Methodology**

Data collection: utilize publicly accessible datasets, including the Community Innovation Survey CIS and Eurostat database to gather informtion on innovation metrics, economic indicatos and policy variables

Clean and normalize the data to ensure consistency handling missing values and outliers appropriatley.

Exploratory Data Aanalysis (EDA) employs python libraries such as Pandas, Matplotli to conduct EDA, identifying key patters and correlations

Machine Learning implementing a regression and classification model usign Scikit learn to predict innovation outcomes based on selected features

Visualization of the roadmap through an interactive dashboard using Plotly to present findincs in an accesible manner