**DIGITAL TRANSFORMATION**

Nour Diabi

ABSTRACT

DIGITAL TRANSFORMATION

Nour Diabi

December 2022

Total page count:

Most companies have been negotiating the idea of digital transformation, some companies have already acted and successfully digitally transformed, and others have failed to digitalize. Digitally transformed companies have launched new user experiences, adapted to new work atmospheres, adjusted with modern business processes, and lastly launched new user experiences. This research paper will talk about the drivers of digitalization and why do companies usually fail to fully transform, using qualitative research and methods.