**Background**:

Advancement of internet and communication technologies such as Big Data, Artificial Intelligence (AI), Internet of Things (IoT), and Cloud Computing drives Digital Business Transformation (also referred to as digitalisation).

Digital business transformation is organisation change through the use of digital technologies and business models to improve performance (BDO, n.d.).

Digitalization is the use of digital technologies to change a business model and provide new revenue and value-producing opportunities; it is the process of moving to a digital business (Gartner, n.d.).

Digital business transformation leads to new ways of doing business. Business leaders must embrace agility and embed the concepts of data, insights, prototyping, learning and refinement into the DNA of the how the organisation competes in a rapidly changing environment. According to BDO (n.d.), more than 80% of senior business leaders say digitalization is a company priority, yet only 40% of organizations have brought digital initiatives to scale. The gap between aspiration and achievement is widening for enterprises attempting digital business transformation.

Dang et al. (2020) suggest that a firm’s level of digitalisation improves its market expansion and customer service, and consequently improves the firm’s sales and profitability. However, Leviäkangas & Kauppila (2020) state their observed correlation between firms’ information and communication technology (ICT) investment and productivity is weak. Vitolla et al. (2020) then claim that firms can create value via digitalisation, but they must demonstrate information dissemination regarding the digitalisation processes.

References

Gartner, n.d. Digitalization Strategy for Business Transformation, accessed 1st Sep 2021, <https://www.gartner.com/en/information-technology/insights/digitalization>

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Leviäkangas, P., & Kauppila, O. (2020). Digitalisation of industries: a comparative analysis from Australia and Finland. International Journal of Technology, Policy and Management, 20(1), 70-89.

Vitolla, F., Rubino, M., Giakoumelou, A., Petruzzella, F., & Raimo, N. (2020, November). Signaling digitalisation through corporate websites: the effect on firm value. In 2020 IEEE International Conference on Technology Management, Operations and Decisions (ICTMOD) (pp. 1-7). IEEE.

BDO, n.d. Digital Business Transformation, accessed 1st Sep 2021, <https://www.bdo.com.au/enau/services/advisory/consulting/digital-technology-advisory/digital-business-transformation>

Business Research Report Instructions

Topic: An Australian Company’s Digital Transformation and Financial Performances in 2015 - 2021

You need to:

1. Select one ASX200 company (https://www.asx200list.com/), excluding companies operating in the Financials or Real Estate sectors.

2. Conduct research to gather information in relation to the company’s digital transformation and digitalisation strategies during 2015- 2021 (you can find information in annual reports, the company’s website, announcements, news articles, or other reports).

3. Collect the company’s 2015 – 2021 financial data from the DatAnalysis database (accessible from UOW library portal). Ensure the company you selected After analysing gathered data, prepare a business report, including the following suggested content:

1. Introduction, including the scope of the report and a brief overview of the company

2. Outlining the company’s digital transformation process, including but not limited to:

• Information and communication technologies deployed

• Accounting and business information systems invested or developed

• New business models and/or new products/services offered

3. Produce a one-page Dashboard highlighting the company’s key financial and operating performances from 2015 to 2021. The Dashboard needs to be produced using Microsoft Excel. A screenshot of the Dashboard needs to be included in the Business Report. The dashboard should at contain:

• the company’s performances and trends in growth/decline

• Visualisation of the relationship between company’s digitalisation process and financial performance (e.g. MetaC Analysis)

4. Discuss the impact of the company’s digitalisation on its financial performances, by referring to the dashboard, as well as using other supportive evidence.

5. Conclusions and recommendations

Length: 2,500 words (+/- 10%), excluding references and appendixes. Font: Size 11, Times New Roman, Arial, or Calibri Linespacing: 1.5. Harvard Referencing