Data-driven dynamic capabilties

A conceptual overview of contemporary business strategy in the age of digital transformation

Approach

We have chosen a conceptual paper as our methodology of choice, as we intend to explore the subject on a broader level and generate big ideas from disparate concepts pulled together into a new conceptual whole.

Our data will therefore mainly be driven by different kinds of research papers that cover the subjects of digitalization and business strategy.


Next steps / Discussion

Our choice of methodology means that we have a long road ahead of us with our data collection and futhermore, our data analysis.

The task ahead is to explore how data-driven processes underpin the core capabilities of business strategies with a conceptual framework.

Aim

The aim of this study is to combine our knowledge gained within the field of informatics with contemporary business strategy. In doing this we hope to gain a unique edge that will cast a new light upon the sphere of contemporary business strategy.

The conceptual framework in the study will be the integrative beacon where concepts from different fields align and converge in new perspectives, generating new value to the field.
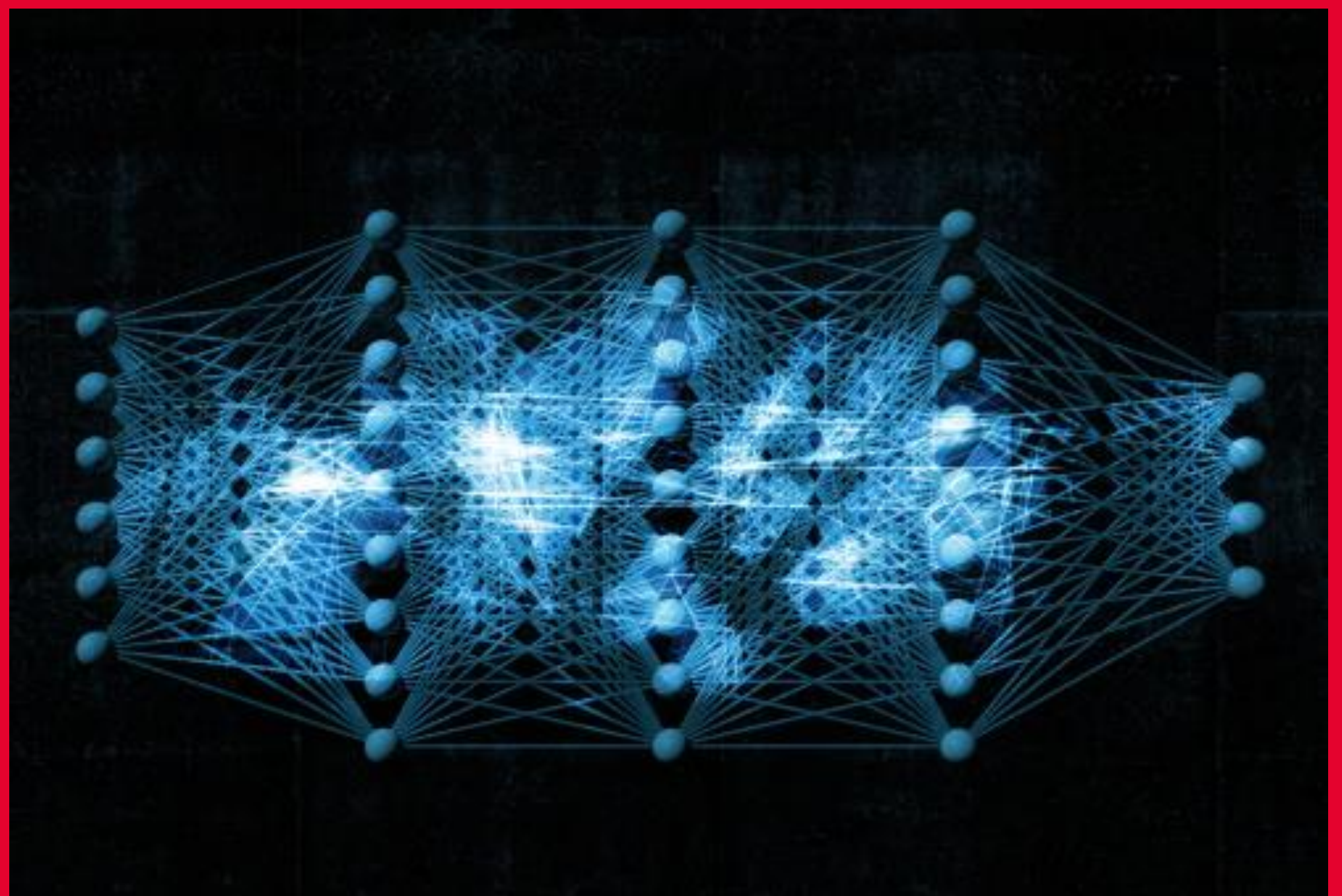
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