

Investigation of the Impacts of Digital Technologies on Digital Capability and Organizational Performance

With the increasing digitalization of modern-day firms, new technologies such as big data, artificial intelligence, and cloud computing have become significant business trends (Gill et al., 2019). These trends have compelled modern organizations to adopt the emerging transformations for an increased success (Fitzgerald et al., 2014). More importantly, the adoption of new technologies has greatly contributed to enhancing customer experience and engagement, development of new business models as well as streamlined operations.

Although there are various studies assessing the link between digital technology factors and organizational performance, there is limited empirical research on the impacts digital technology has on digital capability and organizational performance (Khin & Ho, 2019). This study will, therefore, investigate the effects of digital technologies on digital capability and organizational performance. The study will inform business managers of the relevancy of digital technologies in withstanding the distinctive and disruptive nature of emerging technologies.

References

- Fitzgerald, M., Kruschwitz, N., Bonnet, D., & Welch, M. (2014). Embracing digital technology: A new strategic imperative. *MIT Sloan management review*, 55(2), 1.
- Gill, S. S., Tuli, S., Xu, M., Singh, I., Singh, K. V., Lindsay, D., ... & Garraghan, P. (2019). Transformative effects of IoT, Blockchain and Artificial Intelligence on cloud computing: Evolution, vision, trends and open challenges. *Internet of Things*, 8, 100118.
- Khin, S., & Ho, T. C. (2019). Digital technology, digital capability, and organizational performance. *International Journal of Innovation Science*.