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Navigating The Digital Shift: Exploring Post-Covid-19 Drivers Of Digital Transformation

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Abstract

The COVID-19 epidemic has had far-reaching consequences for businesses and society, but digital technologies have become indispensable in the fight against the disease. The epidemic has created many problems, but it has also opened many doors for digital technology to be used and improved. In light of this, many companies are putting their efforts into digital transformation programs to better prepare their businesses for the post-COVID-19 age. In light of the corporate environment after COVID-19, this research seeks to identify the factors that influence digital transformation. There are three primary types of determinants: human, organizational, and technological. These considerations span a wide range of topics, including cybersecurity threats, business process automation, virtual collaboration, remote work, resilience and recovery, and the health and safety of employees. This study intends to shed light on the crucial factors impacting digital transformation initiatives in the post-pandemic corporate environment by investigating these drivers. Gaining a complete understanding of these elements can assist firms in formulating strategies to face the challenges of digital transformation and make the most of its opportunities. In order to secure long-term success, resilience, and continuity of operations in the face of ever-changing disruptions and uncertainties, it is crucial to embrace digital technologies.

Keywords: Drivers of Digital Transformation; Covid-19; Employee Health and Safety; Remote Work.

Introduction

The global impact of the COVID-19 virus's appearance in Wuhan, China, in December 2019 has been substantial **(Muthuraman and Haziazi, 2020).** An important consequence of the epidemic has been the increased emphasis on digital technology, which has dominated conversations about economic growth. All the scientific and technical know-how that goes into making and using computerized tools, processes, and systems is collectively known as digital technology. Binary code, which consists of a string of ones and zeros and can be read by digital devices, allows for the transfer of messages or communications between devices. Embedded systems, which include software systems and interfaces for interacting with the environment, are a part of this technology. Embedded systems are interconnected digital networks that consist of mechanical and electrical components. Companies' competitive landscapes, goods, services, business models, and operations can be dramatically altered with the
Incorporation of digital technologies **(Chanias et al., 2019).**
The COVID-19 epidemic has highlighted the critical importance of investigating the factors that drive digital transformation in corporate settings. Human, organizational, and technological variables are the three main types of determinants that this study aims to investigate. It is the hope of the research that these considerations will help to illuminate the critical aspects impacting digital transformation projects in the post-COVID-19 age. A company's ability to adapt, develop, and prosper in the post-pandemic digital landscape is heavily dependent on its grasp of these factors.

Literature Review

Industries impacted

According to (Papagiannidis et al., 2020). Many sectors have been impacted by the COVID-19 epidemic. Travel tourism, entertainment, and hospitality are some of the service industries that will be hit the worst by the epidemic
From the studies of (Belhadi et al., 2021) The industrial and supply chain industries are the second most impacted. Industrial sectors such as automotive, electronics, and pharmaceuticals rely on extensive international supply networks. There is a vast worldwide supply chain in the service industry as a whole, including airlines, retail suppliers, and transportation companies. Due to their heavy

dependence on global supply chain partners for the last 20 years, these sectors are greatly affected by COVID-19

(**Wuest et al., 2020**) highlighted post-Covid-19 organizational digital transformation characteristics. The factors are then divided into human, organizational, and technological. Key role of the research is its conceptual framework that lets an business ascertain post-Covid-19 digital transformation aspects.

According to (Dwivedi et al., 2020) Cybersecurity negatively impacts firms' digital transformation journeys during and after Covid-19. The COVID-19 pandemic affects government, manufacturing, healthcare, education, and aviation. The pandemic forced businesses to go virtual, therefore they switched to digital transformation quickly. Future study will uncover new digital transformation variables and empirically test them.

Objectives

1. To identify and categorize drivers influencing digital transformation
2. To assess the impact and significance of each determinant

Methodology

The methodology of this study involves categorizing determinants based on human, organizational, and technology-related factors pertaining to digital transformation. It entails a comprehensive review of existing literature and research studies, specifically focusing on post-COVID-19 business environments and the factors influencing digital transformation initiatives. Through this literature review, the study aims to identify and analyze the key determinants affecting digital transformation in the contemporary business landscape shaped by the pandemic.

Findings

Drivers for digital transformation in the post Covid-19 era

In the post-COVID-19 age, organizations are undergoing digital transformation for several reasons. Factors pertaining to people, organizations, and technology make up these categories. Health and safety on the job, telecommuting, and online teamwork are all aspects that pertain to people. Financial stability, business resilience and recovery, and business process automation are the organizational factors. Cybersecurity threats and technological preparedness are the technical considerations.

Employee Health and Safety

Prioritizing the well-being of employees is crucial for maintaining corporate operations and continuity in the post-COVID-19 age. Coronavirus can infect workers who come into close contact with an infected individual or contaminated workplace items. All employees, including cleaners and doctors, who have direct contact with patients who may be suffering from coronavirus should be subject to health and safety regulations in the healthcare and hospitality industries. It is imperative that the company conducts thorough risk assessments and puts preventative measures in place for its personnel. To ensure the safety of employees during the global pandemic, digital tools for tracking and tracing, along with big data analytics, can be utilized. Organizational continuity is impossible to achieve without employees. Just as worrying about one's own or one's family's health may put a tremendous psychological strain on an individual, it is also likely to have an effect on their productivity and performance. The organization can only benefit from appropriate steps that comfort staff and make them feel valued **(Papagiannidis et al., 2020).**

Remote Working & Virtual Collaboration

Virtual work is becoming increasingly common as a result of the pandemic. Telecommuting is now possible because to readily available digital technologies. The time after COVID-19 has seen a dramatic increase in the use and adoption of digital technologies. In order to facilitate remote work, several companies have launched digital transformation projects. As an example, Zoom has become one of the most popular virtual conference apps. A number of Zoom's features—including better call quality, ease of use, meeting recording, and content sharing—have set the company's business model apart from the competition (Soto-Acosta, 2020).

Financial Stability

Global economic activity and financial stability are both impacted by the coronavirus epidemic. To lessen the economic and social toll of the COVID-19 pandemic, digital financial inclusion is crucial. New financial technology, sometimes called FinTech, can help alleviate the pandemic's impact on financial stability. Payment systems, lending and deposits, insurance, investment

management, financial trading, etc., must all undergo digital transformation in the post-Covid-19 age. During the COVID-19 pandemic, clients of digital financial services have the option of making contactless or cashless purchases.

During and after the COVID-19 period, digital financial services are expanding their accessibility to low-income people and SMEs because to their speed, efficiency, and relative affordability compared to traditional financial services. To aid businesses and individuals hit by the epidemic, digital financial services efficiently and swiftly execute government support measures **(Sahay et al., 2020).**

Business Resilience and Recovery

A resilient company is one that can foresee, prepare for, respond to, and adapt to both planned and unplanned changes in order to continue operating and even thrive. Businesses can start their digital transformation journey by implementing digital strategies for resilience and recovery. In addition to risk management, the success and performance of the firm are the primary foci of a business resilience plan.

To weather the storm and prepare for the inevitable disruptions that are sure to come, businesses are embracing resilience and recovery measures. Online business apps played a major role in this development, becoming crucial in the post-COVID-19 era for ensuring the continuity of both individual and company services. During the COVID-19 lockdown, the IT support staff assists employees in utilizing the appropriate IT infrastructure to operate remotely. After COVID-19, this requirement will become increasingly difficult to meet since it will be a regular aspect of company IT operations involving security agreements **(Aldianto, et al 2020).**

Cyber Security Risk

The Internet, chatbots, virtual private networks, cloud computing, autonomous systems, drones, artificial intelligence, chatbots, and robotics all contribute to the migration of numerous services and operations online, allowing for remote work. Technology has a crucial role in many different industries, including healthcare, manufacturing, education, and governance, justice, and community service. Information technology and IT workers were bolstered by the COVID-19 epidemic. An increase in cybersecurity threats is one of the negative outcomes of IT. Concerns about

performance due to increasing workloads and business continuity have been effectively handled by the IT sector **(Weil and Murugesan, 2020).**

The more digital technology permeates society and businesses, the more risks there are. Cyberspace needs safeguards to prevent incidents, malicious intent, and exploitation. When it comes to implementing new digital technology, organizations are worried about three distinct cybersecurity threats. The time and money invested in cybersecurity, as well as knowledge, skills, and the integration of new and old technologies. It is anticipated that companies' cybersecurity awareness will change after COVID-19. The need for novel data protection solutions is being fueled by cybersecurity worries.

Conclusion and future implications

Organizational digital transitions in the post-COVID-19 era were the focus of this study. The elements are then divided into three groups: those pertaining to people, organizations, and technology. Organizations in the post-Covid-19 age may benefit from the study's conceptual framework, which aids in the identification of potential components necessary for digital transformation. The paper goes on to talk about how many industries need to undergo digital transformation. During and after the COVID-19 era, cybersecurity becomes an adverse element affecting firms' digital transformation journeys. The Coronavirus pandemic affects every sector of the economy, from the public sector to private companies in the healthcare, education, manufacturing, and aviation sectors. Organizations have swiftly and effectively transitioned to digital transformation in response to the pandemic's requirement that corporate functions shift online. Tech, manufacturing, automotive, aerospace, and other sectors have been forced by the pandemic to use ICT to increase operational efficiency and hasten the adaptation or diversification of business models to withstand pandemic conditions. Additional novel elements influencing digital transformation will be the subject of future research, with empirical testing serving to verify these factors.

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