




## Digital Transformation of Organizations - The Emerging Topic of the 2000s

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**Abstract:** The use of digital tools is a reality nowadays, which not only cannot be ignored, but which organizations must take advantage of, transforming their internal processes into more efficient ones, to remain competitive. These transformations are also inherently reflected in academic research, and unprecedented interest can be observed. The purpose of this paper is to map the research area on digitization and digital transformation and to identify the factors that contribute to the digital transformation of organizations through a systematic review. Also, through this research we have highlighted the qualitative evolution of research in this area of interest for research for two periods of time (1) 2014-2019 and (2) 2019-2024 and subsequently the conceptual link between research from the whole analyzed period and their trend. The second part of the research is dedicated to a systematic review to reveal the driving factors for digital transformation and digitization in organizations in the period 2020-2023 to provide insight to practitioners who are interested in this process. The results of the study provide information to organizations concerned with digital transformation in the post-pandemic period and complement the literature in this field. As an element of originality of the research, in addition to combining the two methods of bibliometric analysis and systematic review, the paper presents the driving factor for the digital transformation (in a simplistic way) but offers help to researchers who want to carry out more detailed and in-depth research in this field.

**Keywords:** digital transformation, organization, ecosystem, systematic review.

### Introduction

Accelerated technological development has revolutionized society and continues to influence and change the way organizations operate. Digitization and digital transformation have been seen in organizations since the 1950s and have brought about changes in all areas of activity worldwide. In the digital age, it is important for every country to be innovative so that the economy, organizations, and people can adapt to the increasing amount of information and digital innovations. At the same time, the evolution of information systems and technology in general, has favored the progress of the digitalization of the industry, thus causing organizations to increase investments in solutions and tools that allow the automation of processes (Barna, 2021).

Digital transformation can be defined as an organizational strategy aimed at leveraging digital resources and the use of new digital technologies (eg. automation, hardware and software development, artificial intelligence, cloud services, etc.), in order to improve important aspects of the business, such as customer experience and organizational communication, but also in order to streamline operations and create new business models (Fitzgerald, Kruschwitz, Bonnet, & Welch, 2013). As a result of the fact that

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