Abstract

This study explores the impact of digital transformation on organizational agility, employing a mixed-methods approach to provide a comprehensive understanding of how digital technologies influence an organization's ability to adapt, innovate, and remain competitive in a rapidly evolving business environment. Digital transformation, which involves the integration of digital technologies into all areas of an organization, has become a critical factor in shaping organizational strategies and operations. At the same time, organizational agility—the capacity to rapidly adjust to market shifts, customer demands, and technological advancements—has emerged as a key determinant of business success.

Through a combination of qualitative and quantitative research methods, this study examines how digital transformation practices (such as cloud computing, artificial intelligence, and data analytics) influence decision-making, innovation, and responsiveness within organizations. Qualitative data is collected via interviews with executives, managers, and employees to capture firsthand insights into the challenges and opportunities associated with digital transformation. Meanwhile, quantitative data is gathered through surveys and organizational performance metrics, assessing agility before and after implementing digital technologies. The findings aim to highlight best practices, uncover barriers to agility, and offer practical recommendations for organizations seeking to enhance their agility through digital transformation. This research contributes to the growing body of literature on digital transformation and organizational change, offering valuable implications for both academia and industry practitioners.