

Abstract

This research examines the role of organizational culture in the success of digital transformation initiatives. As organizations across industries increasingly adopt digital technologies to enhance operations, improve customer experiences, and drive innovation, understanding the influence of culture on this transformation is essential for achieving successful outcomes. The study explores how various aspects of organizational culture—such as leadership style, communication, values, and employee engagement—impact the adoption and implementation of digital technologies. Using a mixed-methods approach, qualitative interviews with executives, managers, and employees are conducted to gather insights into the cultural factors that facilitate or hinder digital transformation. Additionally, a quantitative survey assesses the relationship between cultural dimensions and key performance indicators of digital transformation, such as innovation adoption, operational efficiency, and organizational agility. The findings suggest that organizations with a culture of openness, collaboration, and continuous learning are more likely to successfully navigate digital transformation. Furthermore, strong leadership and clear communication play a critical role in aligning the workforce with digital goals. The study provides actionable insights for organizations seeking to align their culture with digital transformation strategies, offering recommendations for fostering a culture that supports technological innovation and change. Ultimately, the research underscores the importance of organizational culture as a key enabler of digital transformation success.