

# THE ROLE OF DIGITIZATION IN ENHANCING BUSINESS

---

**Prof. Kanchan Kumari**

**Assistant Professor Uttarakhand Technical University**

---

## ABSTRACTS

Increased digitalization has had an impact on a variety of business activities, including the business models (BMs) of various companies. This has occurred because increased digitalization has made it possible for companies to collaborate in new ways, which has resulted in new product and service offerings as well as new ways for companies to relate to their clients and employees. At the same time, this digitization has put pressure on businesses to reflect on their existing strategy and investigate new business prospects in a methodical and early-stage fashion. In spite of the fact that research on digitization in the context of BMs is currently receiving more attention than it has in the past, there is still a research vacuum in this topic due to the limited number of empirical insights. The purpose of the paper is to examine these concerns. Design/methodology/approach We gathered qualitative empirical data from 12 key informants working in two diverse businesses, namely the automobile industry and the media industry. An analysis was carried out to look into the differences and similarities between the ways in which digitalization effects the value creation, proposition, and capture of a company, as well as the ways in which businesses deal with the issues that growing digitalization presents.

*Keywords Digitization, Innovation, Dynamic capabilities*

## INTRODUCTION

Digitization has brought about a sea change in the way organizations function, making it possible for them to achieve more efficiency, enhanced experiences for their customers, and sustainable development. This paper examines the various aspects of digitization in the business landscape, including process automation, data analytics, and digital marketing, and how they contribute to the overall enhancement of business operations. Process automation, data analytics, and digital marketing are just some of the topics covered. We highlight the advantages of digitization, such as decreased costs, improved decision-making, and higher competitiveness, in addition to the difficulties that businesses may have while using digital technology. In conclusion, we provide some insights into the tactics that firms may implement in order to effectively traverse the digital transformation path and remain competitive in a world that is becoming increasingly digital. The fast development of digital technology has completely altered the face of the business world, providing companies with new options to enhance their levels of productivity and customer satisfaction while also fostering overall growth. This article dives into the many facets of digitization in the context of business, including process automation, data analytics, and digital marketing, to highlight the influence that digitization has had on the improvement of corporate operations. We discuss the numerous problems that organizations may face while implementing digital solutions, in addition to outlining the benefits of embracing digitization, such as cost savings, informed decision-making, and increased competitiveness.

In the end, we equip businesses with the insights and strategies they need to effectively navigate their digital transformation journeys and maintain their competitive edge in a world that is becoming increasingly digital.

### **Digital Transformation In Business And Management**

In the modern day, all aspects of life, including work and business, must adhere to the tenets of efficiency and effectiveness. This is the foundation upon which technological advancements, most notably digitalization and computerization, are built (Gbadegeshin, 2019; Matveeva et al., 2020). Businesses are given the ability to continue to respond to the challenges of an increasingly demanding and challenging time in the business operating cycle as a direct result of one particular development in informatics and communication as well as the virtually unlimited access to large amounts of data (Vasilev et al., 2020; Burkaltseva et al., 2020). In recent times, all company operations have a tendency to follow digital trends, which might make it easier for all activities to obtain information. After then, the company will put the efficiency to use in order to keep a solid foundation and ensure its continued existence. The application of innovative computerized technology in business will be of tremendous assistance to all aspects of corporate operations, including the achievement of innovation that contributes to the simplification of management and administration (Benitez et al., 2018; Braojos et al., 2019). It is possible for computerized administration methods to exist and will continue to develop in response to the requirements of businesses and other business organizations.

### **Vital To Utilize Digital Technology**

The use of digital technology has emerged as an indispensable instrument for achieving success in commercial endeavors all around the world. Automating the marketing processes and the order processing, both of which are supported entirely by digital technology, results in an improvement in the efficiency with which the firm operates, as a direct consequence of the automation.

The use of digital technology causes a change from an analog to a digital landscape in the corporate world. The firms may thus stockpile data on the cloud rather than on storage devices without the need to worry about the formation of data silos. Because of this, the company will have an advantage over its competitors in the sector in terms of competitiveness.

The storage of all of an organization's data in the cloud enables not only the prevention of data loss and the assistance of automatic data backups, but also the incorporation of team collaboration as well as improved performance.

### **The Effect of Digitalization on the Expansion of Businesses**

The advent of digitalization ushers in a more contemporary and invigorating era in the world of business. Let's delve further into the specifics of these new innovations so that we may better grasp them.

- **It is possible for companies to expand their online presence**

When you move your company online and use sponsored advertisements on social media sites like Facebook, LinkedIn, and Instagram to raise awareness of your brand among consumers, you have virtualized your business.

Because buyers always read the reviews and comments made on a particular product before making a purchase decision, the likelihood of making a sale increases by a factor of three.

A successful operation of a company and the emergence of new communication channels are both possible even in the absence of any offline presence at all when the company has a greater presence on online marketplaces and digital directories.

- **Digitalization persuade innovation**

The rise of digitalization has had a beneficial and perceptible effect on inventions on a global scale. To better meet the requirements of their customers and to increase both sales and profits, technologies continually improve their capabilities and come up with novel applications as time goes on. In the end, this will bring to the introduction of brand new tendencies and chances in the industry.

- **Significance Of Digitalization**

The process of transforming information from its traditional form into a digital version (one that can be read by a computer) is referred to as digitization. Data is delivered in this format with its representation being either bits or bytes. The digitalization of corporate processes contributes to improvements in the effectiveness, consistency, and quality of such processes. It is able to incorporate traditional documents or files into a digitalized format, so removing unnecessary duplications and reducing the length of the communications chain.

- Help in providing customer service anywhere in the world
- Reduce operational costs
- Prevent human error
- Take advantage of analytics and real user data
- Improve the continuity of business growth
- Improve the quality of information exchanged
- Reduce operational costs
- Prevent human error
- Take advantage of analytics and real user data

Innovative digital solutions offer a competitive advantage in the corporate sector by helping to improve quality, innovate lucrative approaches, and encourage consistency. As a result, a great number of businesses have moved to fully embrace the digital transformation of their operations since it

- Cost savings
- Increased productivity
- No room for error due to human intervention
- Safer data storage in the cloud
- Reduced expenses associated with operations
- Capability to analyze data

The advent of digital marketing has proven to be a godsend for all kinds of enterprises. As a digital marketing firm, we are able to assist in the promotion of your products and services over the internet by utilizing a variety of marketing tools and approaches. No matter the size of your company or organization, the knowledgeable members of our professional team are aware of the significance of digitization, and they implement a strategy with the goal of improving profits and assisting you in achieving success. When it comes to Internet marketing, we use strategies that have received a lot of positive feedback from customers. Let us continue our discussion on how the digitization of company, namely via the use of internet marketing, increases both profitability and sales.

## OBJECTIVES

1. To conduct research on the impact that digitalization has had on the advancement of business.
2. To do research on the ways in which businesses might expand their online presence.

## REVIEW OF LITERATURE

Siddaway et al.,(2019).The purpose of this study is to provide an overview of recent research subjects, as well as to structure previously conducted research, identify important current trends, and identify major current trends. Using a methodical literature review, we will be able to tackle this problem. This is a procedure that is both visible and reproducible, and it is used for analyzing and organizing the diverse and extensive literature on digital transformation (Siddaway et al., 2019). For the purpose of ensuring that the research conducted for this deductive literature review was of a high quality, the guidelines and suggestions provided by Tranfield et al. (2003) and Denyer et al. (2008) were adhered to.

Guenther (2013) presents the findings of the comprehensive literature study in order to provide light on the ways in which digitization affects MC. The period covered by this review is from January 2000 to August 2022, and it contains content that was published in reputable and recognized publications. To analyze the articles, we used a customized version of an analytical framework that was given by and we also compared other different MC frameworks. The literature on the digitization of MC may be collected, analyzed, and compared with the use of a framework that makes use of multiple known MC frameworks and condenses them into a single framework. To be more precise, the research investigates the influence that digitization has had on the activities, tools, organization,

and behavioral characteristics that are associated with MC. In addition, this work makes a contribution to the existing body of research on digitalization in MC by elucidating the concept of digitalization. This is necessary because there is not yet a universally accepted definition of the word digitalization (Knudsen, 2020). It is possible to expound on the idea that the transition to digital does not inevitably constitute a radical shift in paradigm. Instead, the development of new technologies based on various enablers has important social and technological implications for management accountants and MCs. These implications will be discussed in the following paragraphs.

Knudsen, (2020). (2020). As has been said, the purpose of this study is to offer a thorough picture of the present state of research on the subject, with a specific focus on the aspects of MC that have received the most attention. The themes that were researched are outlined, and then compared to research methodologies and applied theories that have been used in similar study. As a consequence, this results in a contribution to the discourse of both the scientific and practical communities. Initially, this article provides a summary of the effects that digitization has had on MC and analyzes contemporary studies in the scientific community. The best general business administration and accounting journals, together with MC journals, have been analyzed in this study. The research provides insight into the manner in which the components of MC, as defined by the MC framework by, are assessed throughout the course of time. In addition to that, efforts have been made to give some direction for future research as well as future activities that firms will be engaged in. As a consequence of implementing a practically-oriented framework that outlines fundamental frameworks that were utilized in the education of many managers and management accountants, the findings also present implications for the potential digitalization of particular businesses. The results of this study of the relevant literature led to the formulation of a second research question that focuses on possible future research directions related to the digitization of MC.

Vitale et al (2020). Companies of all sizes will be able to improve their value creation process if they exploit the advantages of opportunities presented by digitalization. New business models are being spawned as a direct result of digitalization, which will cause a shift in the current landscape of established businesses (Vitale et al., 2020). It is vital to define digitization in order to define digitalization since the two terms are frequently used interchangeably. Despite this, digitalization and digitization represent separate elements of the environment in which a firm operates and should not be mistaken with one another (Schallmo & Williams, 2018).

Digitization, as defined by Knudsen (2020), is the technological process of transforming analog information into a digital format. This transformation renders the digitized material programmable, addressable, traceable, and communicative. The process of taking a traditional image and converting it into a digital photograph is one illustration of this. Digitization, on the other hand, is a transformation that is less extensive than digitalization. "Business shouldn't merely convert everything analog that they have into digital artifacts just to keep up with the most recent developments."

Knudsen, 2020; Reis et al., (2020) On the other hand, digitalization or digital transformation entails a major organizational shift that is driven by digital technologies as well as alterations in strategy and how business is conducted. This transformation can be thought of as a combination of digitalisation and digital disruption. The process of digitalization is linked to significant organizational shifts that are brought on by changes in sociotechnical structures. "Digitalization" refers to the process of utilizing digital technologies and data that has been digitized as

well as data that has been created in a digital environment in order to generate revenue, improve business, replace or transform business processes (rather than merely digitizing them), and create an environment for digital business in which digital information is at the core (Schallmo & Williams, 2018, p. 6). For the purposes of this article, the word "digitization" will be defined as the process of making fundamental adjustments to the operations of a business as well as the business models themselves on the basis of newly acquired information obtained through value-added digitalization projects.

Legner et al (2017). The terms "social" and "mobile" are the ones that make digitalization possible. Digitalization may be defined as an expanded digital customer access (Reis et al., 2020). Consumers are able to consume services, interact with businesses, and complete transactions all through the usage of digital platforms such as the web, mobile applications, and social networks (Reis et al., 2020). Internet of Things technology, which is the driving force behind social and mobile enablement, creates a digital environment in which customers and businesses may engage in digital conversation with one another. There is also the possibility of classifying the blockchain technology as an example of a "social" facilitator of digitalization. The technology maintains information digitally in an electronic format and makes use of a distributed database or ledger that is shared across the nodes of a computer network (Bakarich et al., 2020).

Al-Htaybat & Alberti-Alhtaybat (2017). "Big data" is an enabling that is mentioned in Legner et al. (2017)'s article. Big data is used to deal with the increasing complexity brought on by factors such as increased data volume, data diversity, and data velocity. (The phrase "big data" is used to designate the process in which conventional data is processed in order to keep datasets that can be analyzed and interpreted) (Al-Htaybat & Alberti-Alhtaybat, 2017). Big data applications collect massive and varied data sets that are made available by digital interactions between customers and businesses, and then shape such interactions based on the collected data. The next step in the process of analyzing the data is looking for patterns and trends in the information.

The digitalization process is quite "smart" (Legner et al., 2017). The application of business intelligence (BI) and business analytics are two features that may be used to identify it (BA). Business intelligence (BI) is the practice of utilizing software and services to turn data into actionable insights that enhance a company's decision-making process (Arnaboldi et al., 2020). Business intelligence does not only look at historical data; rather, it also analyzes data in real time in order to make rapid enhancements to the data's overall quality (Peters et al., 2016). The technique, the utilization of the data, and the underlying analytical models that are used in BA are all different from those used in BI (Appelbaum et al., 2017). Directly based on data mining and the analysis of previous business patterns, BA makes predictions about upcoming data trends (Appelbaum et al., 2017). While utilizing BA, the primary questions that are posed are "What is most likely to take place in the future? ' – as well as – 'In order to accomplish the goals, what actions are required.

## **METHOD**

To answer the problem of this study, which is very high in development and the complexity of the problem to be investigated, the researcher will use the method of review and analysis of the findings of previous studies that we searched electronically. When we carried out this study, the The Indonesian government declared a state of emergency in response to COVID-19 and enacted restrictions on community activities as a result. The provided



approach has a timetable with two distinct foci of attention. This enables us to evaluate data from worldwide magazines that actively speak the benefits of digitization and business in the modern era of computerization in every organization, particularly businesses (Schumacher et al., 2019; Shane, 1993). In order to produce a valid answer, we first seek to understand the primary problem by reading some preliminary literature, and then we seek to gain an in-depth understanding of each data point pertaining to the role that digitization plays in business operations involving business management and primary adjustments or interactions.

Our research endeavors concentrate on publications made between the years 2010 and 2021, as a means of making our results more trustworthy for the purposes of information and administrative maintenance. We end critical discussion under a phenomenological perspective employing qualitative study methodologies and descriptive data (Rodrigues, 2020). In his research on the digitization of business, which included both a literature assessment and design research. The findings demonstrate that computerization is successfully carried out, and the mission of the company, made possible by its transformation into a digital enterprise, assists business administration in the development of innovative business models that break through conventional business boundaries related to profit and business sustainability.

## DISCUSSION

### The digitalization of the invention process

These results bring high prototypes down to the level of home manufacture. They are showcasing that 3D printing is reinventing both business models and methods in new and exciting ways. This is an illustration of anticipating the level of technology complexity as well as the social dynamics. Businesses that use digital technology to innovate their company models can speed up their service administrative duties, setting themselves apart from enterprises who rely on traditional methods yet are still suffering. According to Rayna and Striukova, the crux of the matter is that the application of digital technology has truly differentiated itself significantly from the traditional methods of conducting business. To put it another way, there is no comparison that can be made between depending on manual techniques of human labor and the technical sophistication that is continually ready to remodel all areas of company practice when it comes to the use of digital technology in business services. Companies now have the opportunity to further enhance their accessibility and administrative abilities thanks to the existence of digitization in business. It is humorous that people are still hesitant to accept digital business services, particularly in organizations that are focused on information and communication. In addition, the alteration in the information premise only applies to high-level data. The findings of their research offer a more in-depth comprehension of the positive effects that might arise from the use of digitalization strategies in administrative services and commercial operations. We verify their conclusions above with additional discoveries, which show that showing digitalization from highest to lowest is feasible, which will allow digitization to develop into a movement that is grounded.

The conclusion is that the introduction of digitization into business and everyday life represents a very substantial shift from low-level data preparation to high-level data and complexity. On the other hand, this may also take place to some extent in the way business is conducted in Indonesia. The basic explanation for this is that the primary concentration of certain individuals in business still stems from their orientation, which is to avoid making concessions along the way in order to achieve big outcomes. As a result, the same study will go from one level to

the next in order to give an in-depth knowledge of computerized innovation as an advanced innovation that creates additional quantitative value. The concept and introduction of the Internet of Things Xia et al. (2012), which is generally recognized as a result of the reasons discussed in the business climate, are the utilization of cutting-edge innovations to accelerate business practices for the purpose of both profit and safety in the workplace. A software like this may be described in great detail as a hardware network that makes use of collaborative correspondence innovation and either detects or reacts with situations that are either internal or external.

Thus, those who are knowledgeable in this field should stress that the Internet of Things (IoT) is not representative of the advancements in this field that are significant. It refers to the networking of intelligent devices resulting from recent technological advances. In order to make the use of contemporary tools from things that were not present and challenging in the past, but are now available and approachable in terms of the industrial Internet for use in life and business in the modern and dynamic period. In addition, the alteration in the information premise only applies to high-level data. The findings of their research offer a more in-depth comprehension of the positive effects that might arise from the use of digitalization strategies in administrative services and commercial operations. We verify their findings by looking at other research, which shows that it is feasible to demonstrate digitalization from the highest level to the lowest level, which will allow digitization to become a movement that is grounded.

More opportunities will present themselves for this company model when digitalization is further developed in this business model. Digitalization in business is a process that transforms the pattern of communication, interaction, and all the advantages in business to digital. This is because digitalization in business is a process. This process encompasses a wide range of activities, including production, distribution, transactions, and the manner in which business actors run their businesses. Its ultimate goal is to make the performance of business actors more productive, efficient, and practical. In addition, business will be impacted by innovation and the digitization of business processes due to the fact that digital technology makes it possible for business people to obtain new sources of information about customers, which they were never able to obtain when business was conducted in the traditional manner. In-depth information in the digital world can also be used to predict behavior, find suitable target consumers, or even be used as a basis for new solutions. This lays the foundation for the creation and transformation of administrative, organizational financial models because innovations enable administrations to be accelerated and further for new advancements. Yardley et al. (2015) provide additional support for this idea, and they note that their findings can be found in the following passage. The whole concept of administrative setups has undergone significant transformation.

### **Management and administrative duties**

The term "administrative digitization" refers to the implementation of digital improvements to correspondence services with the goal of facilitating a quicker response to either incoming or outgoing information and making it simpler for human resources to carry out their responsibilities. In its interpretation, the digitalization strategy utilized by many contemporary businesses is a product management solution. Communication will be made easier thanks to a digital administration system, which will enable businesses and organizations to acquire an administrative management system in accordance with productive principles. In its application, the digital mailing system supports the realization of a paperless administration. The digital mailing system is a system that was created to manage the



administration of companies and government agencies to use a minimum of paper and digitize documents with the technology that is available (Orantes et al., 2015; Suroso et al., 2021). So, the use of technology in the business sector takes the form of the use of digital apps for the administration of companies. This digital communication program enables the management of administrative affairs simpler and more effective, therefore reducing the amount of effort required from both staff and customers. The significance of computerizing administrative processes lies in the fact that it makes it simpler for secretaries and administrative human resources personnel to handle filing, administrative procedures, and communications both inside and outside the firm (Satish, 2019). The utilization of digital apps for the purpose of correspondence is extremely lucky to be utilized since it offers fantastic positive effects and advantages for businesses. The program for digital administration makes digital administration easy to handle and accomplish, which reduces the likelihood of letters being lost or destroyed, as well as other types of management problems.

To put it another way, in contrast to the older organizations, which were mostly focused on manual and paper manufacturing administration organizations, we can say that digital administration arrangements do not have the nature of the material waste. There is a possibility that administrative companies that are not yet digital may not be able to normalize their contributions in the same way as customers. Administrative organizations do not have to worry about the challenge of developing and implementing asynchronous administration, in contrast to the businesses of today that are completely computerized (De Guzman, 2020). The volume of supply is another factor that companies in the administrative sector need to consider. As a result, it is more difficult to keep their items than it is for assembly companies, according to Vargo and Lusch (2004). Digital administration professionals. Karpenko (2018) highlighted the development of digital administration and items since the introduction of digital into the business world. There are no boundaries between digitalized administrative organizations, and these boundaries cannot be broken with organizations that do not use digital in the modern era. Individuals who have ventured into digital businesses are able to supply very rapid administration of any adjustments made to their products (Guo, 1998). The digital organization of the company's administrative responsibilities as a workforce enabled by new technologies is described in a number of the results (Wirawan et al., 2017). When it comes to the digitalization of administrative processes, having reliable crossover settings is of the utmost significance.

### **The introduction of novel ideas into existing game and activity designs**

Parida et al. (2019) provides further evidence that efforts are being made to gain an in-depth understanding of the role that integrating digital applications into business innovation plays with the most recent innovation models. In this publication, Parida and his friends have reviewed a large number of papers on digitalization, action plans, and supporting industries. By the implementation of Internet of Things (IoT) technologies, heightened information commerce, and ongoing investigations, digitalization has introduced novel company management practices into today's modern value chains. In order to reap the benefits of digitization, you will need to build a plan of action, such as making work toward maintaining an administrative action plan that is up to date. Many studies have also been conducted in this area to get an understanding of how contemporary firms might make use of digitalization to modify their company processes in order to reap the greatest possible advantages (Saarikko et al., 2020).

Similarly, the findings of Rachinger et al. (2019) investigate the influence of digitalization on the progression of a company's strategies and how it has affected the adaption of digitalization. According to them, the widespread use of digital technology has had an effect on company activities, which has led to the development of various services, including companies that serve operations. The introduction of new products and services, as well as new ways of interacting digitally with customers and employees, has also been spurred on by the proliferation of digitization. On the other hand, there is a significant knowledge gap due to the fact that there are only so many pieces of information. This study contributes to the existing collection of information by filling in some of the knowledge gaps about digitalization (Khan et al., 2015). The advancement of digitalization, which is characterized by the existence of stages of the fourth industrial revolution, has also been demonstrated to be effective (Ibarra et al., 2018). It was discovered that the study of action development plans through Industry 4.0 broadened the horizons of technology users regarding what Industry 4.0 means in the study of action plans and allowed them to distinguish the progress of action plans based on a wide variety of highlights, problems, and needs. As a result of this, the organization has been given suggestions for three different approaches that are intended to bring it closer to reaching greatness. It blends consumer directions, structured biological systems, and assistance directives into one cohesive whole. Computerization also has significant influence on the production of value, the delivery of value, and the capture of value through the reconfiguration of business models (Mohd Sam et al., 2012).

Conduct research into and analysis of action plans relating to the digitization strategy for organizing small and medium-sized educational institutions (SMEs). The water supply allocation process on a mechanical scale, telemetry, and sensor information-based water circulation checks are all areas in which SMEs represent a large amount of authority. It is feasible to determine the true worth of the development through the implementation of more digitalization, improvements in sensor technology, and data analysis. Similarly, Rofi and colleagues' (2020) results on high-level adjustments to action plans in universities address the challenges posed by computerized services. Higher education services in higher education recognize that the cause of computerization is the overwhelming presence of computerization in all business affairs, which are continually measured by computerized adjustments in order to ensure efficient and profitable operations. There is little thought left about how the action plan was developed as a result of the effects of computerized changes on the foundations of higher education as a result of the impact of digitalization on the higher education action plan, which can be seen by dissecting the example of a traditional university that did not adopt digital technology and was considered unwilling to advance. The most important contribution that this research makes is its treatment of the exploratory void on the convergence of digital literacy in the governance of higher education.

We use the review study method on secondary data to understand the objective of this study, which seeks to gain an in-depth understanding of the role that digitalization plays in the development of innovation and business models in the digital era. To do this, we use the data that was collected by other researchers (Johnston, 2017). We manage unforeseen challenges such as how the rise of digital technology might lead to new company innovations that contribute to achieving corporate goals that are lucrative and sustainable (Morioka et al., 2018). These methods of data analysis have also assisted us in gaining a specialized grasp of the function that digital applications play in many different types of businesses and organizations in the modern world. This question was answered after we looked through dozens of publications and discovered that business managers are becoming more and more convinced that digital is not new for today's business practices. This is because the role of digitalization now seems

to stretch beyond every business, whereas it was previously still rare. In addition to this, we need to make certain that the think tank evolves into a digital administration firm, and that we conduct objective assessments of the world around us based on the scale and scope of the organization (Rabah et al., 2018). We conducted an in-depth analysis of fifty publications pertaining to digital business studies. We have carried out our formal evaluation of papers released 10 years ago in-depth, we have uncovered the advantages and advantages of entrepreneurs interested in digitization into industry and company. All think tanks confront issues in the interplay of digitization, but our findings have ensured that the outcomes of this study may be useful for business growth and practice in the era of computerization (Schinckus, 2018). (Schinckus, 2018).

## Conclusion

In this present epidemic, digitization is required for the people as well, since they are heading for social separation and at the same time all the actions needs to be done correctly. Digital technologies are the beneficial instruments to avail and they consequently helps enterprises. Our research demonstrates that digitization is impacting company operational model innovation initiatives has answered the question. The function of digital technology, which is presently garnering more and more attention in many business disciplines, is not too strange to many firms. This is following our hypothesis. Administrative organizations tend to employ digitization as a tool to create lucrative and sustainable value creations further. Moreover, digitization in the business environment in many developing countries such as Indonesia has not achieved a high level with a special notion that changing and following corporate arrangements with business models must adapt to the steps for digitization. The trend of altering the way business is currently fascinating, where the response to changes in company operations seems highly dynamic. The reason digitization is getting increasingly fashionable is none other than because companies readily embrace the content of digitization since it has the principle of benefit and its potential to remodel the model and manner business is driven in an era full of rivalry.

## REFERENCES

1. Alshawaaf, N., & Lee, S. H. (2021). Business model innovation through digitisation in social purpose organisations: A comparative analysis of Tate Modern and Pompidou Centre. *Journal of Business Research*, 125, 597-608.
2. Amerta, I. M. S., Sara, I. M., & Bagiada, K. (2018). Sustainable tourism development. *International research journal of management, IT and social sciences*, 5(2), 248-254.
3. Appio, F. P., Frattini, F., Petruzzelli, A. M., & Neirotti, P. (2021). Digital transformation and innovation management: A synthesis of existing research and an agenda for future studies.
4. Benitez, J., Chen, Y., Teo, T. S., & Ajamieh, A. (2018). Evolution of the impact of e-business technology on operational competence and firm profitability: A panel data investigation. *Information & Management*, 55(1), 120-130.

5. Bhimani, A., & Willcocks, L. (2014). Digitisation, 'Big Data' and the transformation of accounting information. *Accounting and Business Research*, 44(4), 469-490.
6. Biletska, I. O., Paladieva, A. F., Avchinnikova, H. D., & Kazak, Y. Y. (2021). The use of modern technologies by foreign language teachers: developing digital skills. *Linguistics and Culture Review*, 5(S2), 16-27. <https://doi.org/10.37028/lingcure.v5nS2.1327>
7. Al-Htaybat, K., & von Alberti-Alhtaybat, L. (2017). Big data and corporate reporting: Impacts and paradoxes. *Accounting, Auditing & Accountability Journal*, 30(4), 850–873.
8. Knudsen, 2020; Reis et al., (2020) Exploring the relationships between strategy, innovation, and management control systems: The roles of social networking, organic innovative culture, and formal controls. *Journal of Management Accounting Research*, 23(1), 99–128.
9. Guenther (2013) Extending AIS research to management accounting and control issues: A research note. *International Journal of Accounting Information Systems*, 12(1), 3–19.
10. Knudsen, (2020). Conceptualisations of 'controlling' in German-speaking countries: Analysis and comparison with Anglo-American management control frameworks. *Journal of Management Control*, 23(4), 269–290.
11. Knudsen, (2020). Elusive boundaries, power relations, and knowledge production: A systematic review of the literature on digitalization in accounting. *International Journal of Accounting Information Systems*, 36(1), 100441.
12. Legner et al., (2017). The use of technology-structured management controls: Changes in senior management's decision-making behaviours. *International Journal of Accounting Information Systems*, 17(2), 37–64.
13. Siddaway et al.,(2019).The general method of theory-building research in applied disciplines. *Advances in Developing Human Resources*, 4(3), 221–241.