

Digital transformation as a factor of changes in the organizational behavior of international companies

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Facts of digital transformation

Source

BY 2025, 40-50% OF THE GDP OF THE MOST DEVELOPED COUNTRIES WILL BE GENERATED WITHIN THE DIGITAL ECONOMY

2021 WORLD TRADE
STATISTICAL REVIEW

BY THE END OF 2023, INTERNATIONAL BUSINESS SPENDING ON TECHNOLOGIES AND SERVICES THAT ENABLE DIGITAL TRANSFORMATION WILL AMOUNT TO USD 2.3 TRILLION. US DOLLARS

STATISTA

THE GLOBAL DIGITAL TRANSFORMATION MARKET IS EXPECTED TO GROW IN 2016-2027. ACCORDING TO BCG, ABOUT 80% OF COMPANIES THAT PAY ATTENTION TO DIGITAL CULTURE

BCG

ADVANCED DIGITAL SKILLS, SUCH AS CLOUD ARCHITECTURE AND SOFTWARE DEVELOPMENT, CAN INCREASE ANNUAL GLOBAL GROSS DOMESTIC PRODUCT (GDP) BY AN ESTIMATED \$6.3 TRILLION ANNUALLY. THE TOTAL ANNUAL GLOBAL VALUE OF DIGITAL SKILLS IS \$18.5 TRILLION, REPRESENTING 12% OF THE WORLD'S GDP.

[GALLUP](#) У СПІВПРАЦІ
З [AMAZON WEB
SERVICES](#), 2023

IN THE FUTURE, ABOUT TWO MILLION NEW JOBS WILL BE CREATED IN THE FIELDS OF TECHNOLOGY, LOGISTICS, MATHEMATICS, ARCHITECTURE AND ENGINEERING.

UN, 2020

UP TO 133 MILLION NEW JOBS WILL BE CREATED FOR WORKERS WHO CAN ADAPT TO THE NEW CONDITIONS OF LABOR DIVISION BETWEEN PEOPLE AND ROBOTIC SYSTEMS

ЗМІНА СПІВВІДНОШЕННЯ У РОЗПОДІЛІ ПРАЦІ «ЛЮДИНА-РОБОТИЗОВАНА СИСТЕМА» У БІК РОБОТИЗАЦІЇ В ПЕРІОД З 2018 РОКУ ДО 2022 РОКУ В ЗВ'ЯЗКУ З ПРИСКОРЕННЯМ ШВИДКОСТІ АВТОМАТИЗАЦІЇ ВИРОБНИЦТВА

WORLD ECONOMIC FORUM
2018

BY 2024, AT LEAST 54% OF ALL EMPLOYEES WILL NEED SIGNIFICANT RETRAINING AND ADVANCED TRAINING

THE GLOBAL ARTIFICIAL INTELLIGENCE (AI) MARKET WILL GAIN MOMENTUM, REACHING \$360.36 BILLION BY 2028, UP FROM \$35.92 BILLION IN 2020

FORTUNE BUSINESS
INSIGHTS™

THERE ARE NO MORE THAN 22 THOUSAND SPECIALISTS IN THE WORLD TODAY. THERE ARE MORE THAN 10 THOUSAND PHD SPECIALISTS IN THE FIELD OF ARTIFICIAL INTELLIGENCE IN THE UNITED STATES ALONE. OPEN VACANCIES.

WORLD ECONOMIC FORUM
2021

ABOUT 90% OF US JOBS WILL REQUIRE DIGITAL SKILLS AND THE INTRODUCTION OF A DIGITAL CULTURE

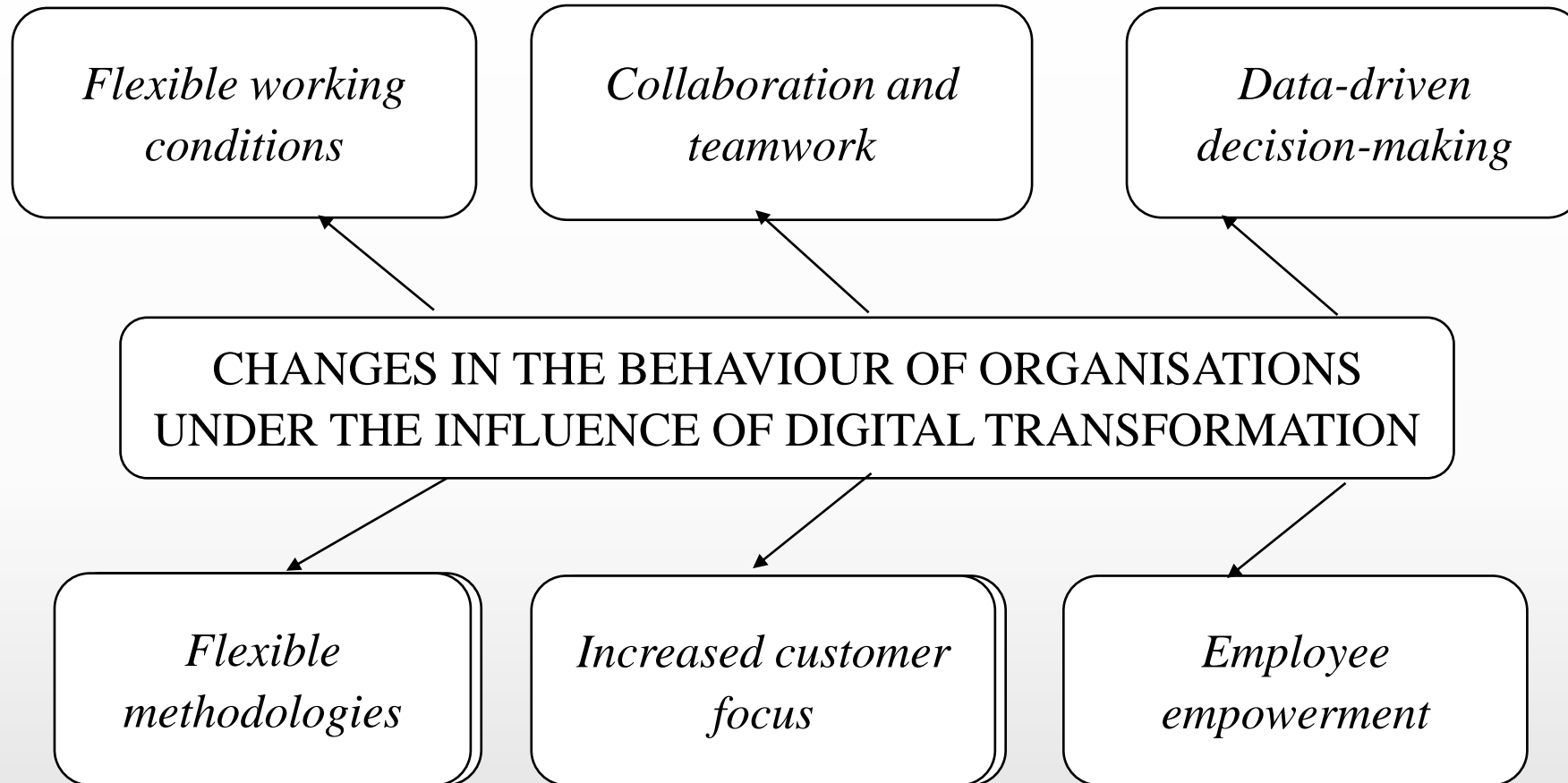
GLOBAL TECHNOLOGY
COMPANY COMCAST

ACCORDING TO THE STUDY, ABOUT 45% OF TASKS AT ENTERPRISES CAN BE AUTOMATED.

MCKINSEY

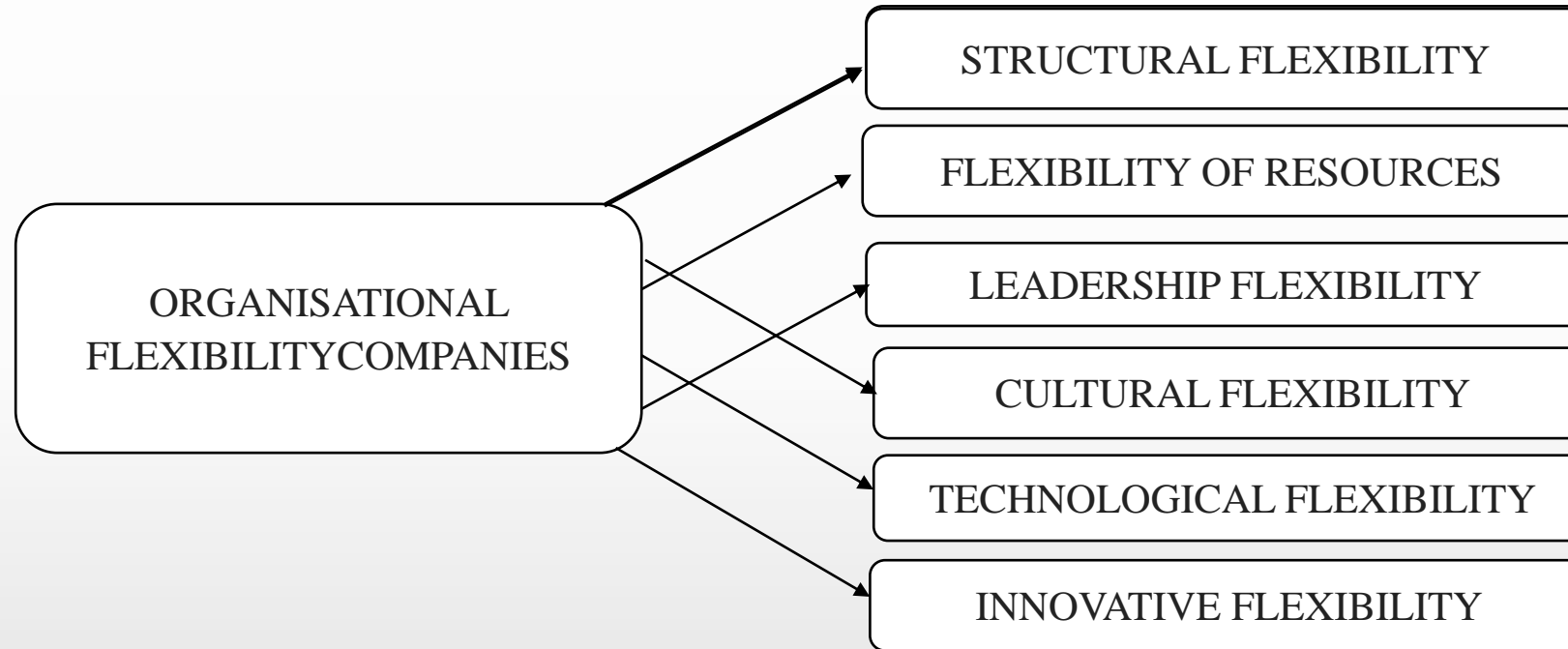
IN UKRAINE, AS OF 2021, 53% OF UKRAINIANS HAVE DIGITAL LITERACY BELOW THE BASIC LEVEL, AND 37.9% OF CITIZENS HAVE A LOW LEVEL OF SKILLS

MINISTRY OF DIGITAL
TRANSFORMATION OF
UKRAINE 2021



The impact of digital transformation on organisational behaviour

*In the context of digital transformation,
the most important dimension is the
organizational flexibility of companies*



**Components of organisational flexibility of companies in the context
of digital transformation**

Impact of agile technologies on organizational behavior

No.	Results of implementing flexible technologies	Content of the results of implementing flexible technologies
1	Reducing the time for problem solving and decision making	Allow to respond quickly to changes in the market and internal processes in the company
2	Improved communication and cooperation	Involve active cooperation between different teams and departments of the company, which has a positive impact on communication and cooperation between employees
3	Increase employee motivation	Provide employees with opportunities to be more autonomous and participate in decision-making, which can increase their motivation and involvement in the company's activities
4	Improving product quality	Focus on the needs and requirements of customers, which allows the company to be more adaptive to changes in their requirements and wishes. This can have a positive impact on product quality and customer satisfaction
5	Reduced costs	Allow the company to use resources more efficiently and reduce the costs of production, marketing and product development.

The impact of organisational change in companies on organisational behaviour

Organizational changes

The content of changes in organizational behavior

- 1 Changing the company culture

Formation and development of the digital culture of companies in the digital economy: organizational flexibility; customer focus; result orientation; foresight; technological literacy; adaptability to global challenges and organizational changes; network approach to the formation of digital platforms; continuous learning.
- 2 Changes in the company structure

Reorganization of company departments or changes in management chains can lead to changes in the way employees communicate and collaborate.
- 3 Implementation of new digital technologies

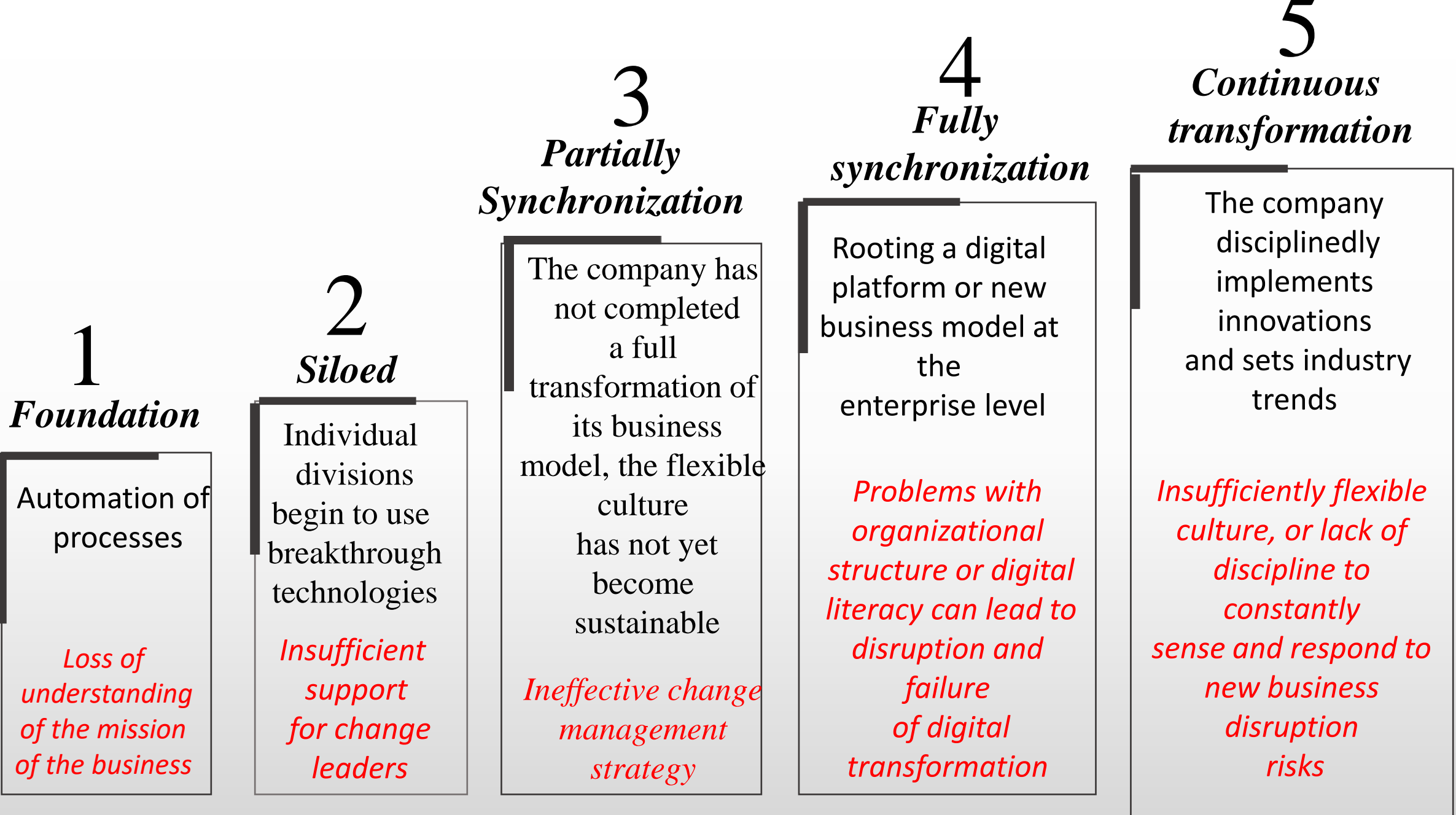
The introduction of a new project management system, new applications, software products or other digital tools requires additional training, skills and effort on the part of employees and allows for new ways of working and communicating. This can affect organizational behavior, work attitudes, motivation, and productivity.
- 4 Changing working conditions

Changing working conditions affect the organizational behavior of employees. If a company moves to a remote work environment, employees may begin to use email and other remote communication tools more, and change their work schedules and how they organize their time. Increased telecommuting and the use of video conferencing can have an impact on communication, the degree of understanding, collaboration among employees, and engagement.
- 5 Development of communication skills

As digital technologies enable the work with remote teams and employees, communication skills and the ability to collaborate become more important. The role and importance of cloud services for storing information, ensuring interaction, and organizing collaboration is growing; internationalization of digital communications online; individualization of the production process; use of a combined model of personnel management (online and offline); and development of digital literacy

The impact of organisational change in companies on organisational behaviour

	Organizational changes	The content of changes in organizational behavior
6	Understanding and using analytical tools	and Digital transformation provides the ability to collect large amounts of data, which allows for greater efficiency and better decision-making. Data analysis includes: machine learning, artificial intelligence algorithms, data architecture and engineering. However, utilizing this data requires appropriate skills and knowledge
7	Development of improvement employees' competencies	and Employees of international companies should develop digital competencies and skills, namely the ability to find, of understand, organize, evaluate, create and disseminate data using digital technologies. They include ICT digital (information and communication technology) skills, cognitive, social skills, and the ability to interact with others through digital technologies to be effective in working with new technologies and processes
8	Developing strategies for attracting and retaining talent	The conditions of digital transformation require attracting and retaining qualified employees with new skills and competencies
9	Increased openness and flexibility	Digital transformation may require a change in the way work is organized and managed, which requires more openness and flexibility from employees and management
10	Implementation of assessment programs	e- Can be useful for organizations that want to improve their employee management and evaluation system. This can include using software to collect data on employee productivity, task completion, and achievements. In addition, the use of e-appraisal programs can improve employee motivation. This is possible because e-appraisal programs provide transparency and accessibility of information about the evaluation criteria, as well as employee achievements and shortcomings. This gives employees the opportunity to see their successes and areas for improvement and work on them.



5-Stage model Successful Digital Transformation: Features and Causes of Failures