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Titolo	Managing the Digital Transformation : A Guide to Successful Organizational Change // by Thomas Hess
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Collana	Business and Management Series
Disciplina	658.4012
Soggetti	Strategic planning Leadership Business information services Economics Personnel management Business Strategy and Leadership IT in Business Human Resource Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Digitisation as a management challenge -- Welcome to the digital world: the basics from two perspectives -- Developing strategies and structures for digital transformation -- Creating the conditions for digital transformation -- Managing digitisation projects -- Getting started: the first steps in systematic management of the digitisation process.
Sommario/riassunto	Digitisation and digital transformation are not only a topic of the media, but are also taking place in companies. The digital transformation affects the most diverse fields, from procurement to sales and from organisation to strategy development. This task requires the commitment of every company management and cannot simply be delegated. This book aims to help managers and entrepreneurs to set up structures in their organisation that allow them to approach the digital transformation systematically. The spectrum of topics ranges from the configuration of digitisation strategies to new

management roles such as that of a Chief Digital Officer to the importance of IT infrastructures, HR management and corporate culture as "enablers" of digital transformation. A simple framework serves as an orientation framework that structures the management tasks and clearly summarises the various concepts and instruments. "Beyond the buzzword - Finally, someone manages to systematically untangle the chaos surrounding digital transformation. With his book, Thomas Hess truly establishes the guard rails for the management of digital transformation projects. While others promise much and deliver little, Thomas Hess gives the reader a design framework rather than a patent remedy." Dr Christoph Steiger, Senior Partner Roland Berger N3XT "Clearly more than just another book on the topic of digital transformation! With exciting insights from science and practice, Thomas Hess provides a toolbox for digital transformation. Relevant for business and relevant researchers." Prof. em. Dr. Dr. h.c. Hubert Österle, University of St. Gallen The author Prof. Dr. Thomas Hess is director of the Institute for Digital Management and New Media at LMU Munich. He has been working on the digital transformation of companies for over 20 years. To this end, he has built up a leading research group in Europe, which is strongly connected to entrepreneurial practice through the Internet Business Cluster Munich, the Münchner Kreis and Netvolution GmbH as a spin-off of the Institute.

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