

1. Record Nr.	UNINA9910919816503321
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Titolo	Digital Transformation Through Business Model Innovation : A Qualitative Study Comparing German Private Family and Publicly Listed Non-Family Firms / / by Percy Menth
Pubbl/distr/stampa	Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer Gabler, , 2024
ISBN	9783658467517 3658467517
Edizione	[1st ed. 2024.]
Descrizione fisica	1 online resource (129 pages)
Collana	Familienunternehmen und KMU, , 2520-1182
Disciplina	658.045
Soggetti	Family-owned business enterprises Corporate governance Strategic planning Leadership Family Business Corporate Governance Business Strategy and Leadership
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Introduction -- Conceptual Background -- Research design and methodology -- Findings -- Discussion -- Conclusion.
Sommario/riassunto	Assumed a variance between the established paths and opportunities occurring from the new, digital technologies, the aim of this book is to better understand why firms can struggle on digital transformation through business model innovation. In depth, Percy Menth studies, what specific characteristics of German private family firms and publicly listed non-family firms can influence potential struggling. Furthermore, the aim of this book is to identify ways, how both could benefit from one another. Therefore, the author analyses interviews with 30 owners and C-level managers from 30 German private family firms and 20 C-level managers of 15 German publicly listed non-family firms facing digital transformations. This study's key finding is, that it is not the firms' nature, that may primarily foster digital transformation and

business model innovation, but rather people, who could make the difference between struggling and success. About the author Percy Menth combines international expertise and experience in strategy, innovation, and transformation. He is graduated in Business Economics and Management from Prague University of Economics and Business (Ph.D.) and in Business Administration from Ludwig-Maximilians-University, Munich (Dipl.-Kfm.). His research interests are strategy, digital transformation, business model innovation, family business, and corporate governance.
