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Sommario/riassunto	In an era of constant global change, companies are challenged to adapt quickly to evolving consumer demands and technological innovations. However, the complexity of product changes in the medical technology industry is particularly high. Leveraging expertise of interview partners from Germany, Switzerland, Liechtenstein, and India, this book examines the perception of digital transformation within the medical technology industry and the increasing prominence of artificial intelligence as a transformative force. Thus, it provides a critical analysis of the potential opportunities for optimization and risks of integrating this technology into product change management in this sector, offering a comprehensive perspective for management practice. About the author Jana M. Würtele wrote her master thesis alongside her

internship in the medical technology industry at a globally renowned company and has been working there ever since. She completed her studies in Innovation & Entrepreneurship at Ansbach University of Applied Sciences in September 2023.
