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THE IMPACT OF DIGITAL TRANSFORMATION ON ORGANIZATIONAL PERFORMANCE

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ABSTRACT

The world is facing rapid digitalization era due to the impact of Covid-19 global pandemic that necessitate every organisation to shut down when it first hit. However, it is observed that there is still barely proper discussion or literature on the issue of the impact of digital transformation on organisational performance. Therefore, the main purpose of this paper is to explore and examine the relationship of digitalization towards the organisational performance. Based on current study literature review, digitalisation has a significant impact on the organisational performance including the brand image, sales performance and employees' turnover rate. Two prominent organisations in Malaysia will be under study. The expected finding of this study is the introduction of digitalisation including Industrial Revolution 4.0 (IR4.0) in daily operation and social media produce positive outcome towards the organisational performance as a whole.

Keywords: Digital transformation, social media, IR 4.0, brand image