iJRASET
International Journal For Research in Applied Science and Engineering Technology

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 13 **Issue:** V **Month of publication:** May 2025

DOI: https://doi.org/10.22214/ijraset.2025.71197

www.ijraset.com

Call: 08813907089 | E-mail ID: ijraset@gmail.com

International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 13 Issue V May 2025- Available at www.ijraset.com

A Study on Impact of Digital Transformation on Business Model

Princy Vaishnav
Galgotias University

Abstract: ***Digital transformation has emerged as a critical driver of change in contemporary business environments, significantly impacting traditional business models. This study explores the multifaceted effects of digital transformation on business operations, strategies, and customer engagement. By examining various industries, the research highlights how the integration of digital technologies reshapes value propositions, enhances operational efficiency, and fosters innovation. Moreover, it delves into the challenges organizations face during this transition, including cultural shifts and the need for new skill sets. Ultimately, the study aims to provide insights into how businesses can effectively navigate digital transformation to sustain competitive advantage and meet evolving consumer demands. Digital transformation has become a dominant trend in the business world in recent years. The rapid development of information and communication technology has enabled organisations to change the way they operate, interact with customers, and compete in the market. This study explores the impact of digital transformation on business models through a bibliometric analysis of research indexed in the Scopus database, utilizing VOSviewer for data visualization. The analysis identifies "digital transformation" as a central theme, closely linked to emerging technologies such as artificial intelligence, big data, blockchain, and IoT, which are driving innovation and reshaping traditional business practices. Key research clusters highlight themes of strategic alignment, data-driven decision-making, and technological infrastructure as critical enablers of transformation. Additionally, sustainability and economic inclusivity emerge as new areas of focus, emphasizing the broader societal implications of digital transformation.***

I. INTRODUCTON

This study explores the multifaceted impact of digital transformation on traditional business models. It examines how the integration of digital technologies is reshaping how businesses operate, interact with customers, and generate value, ultimately leading to both opportunities and challenges. The research investigates the ways in which digital transformation is influencing various aspects of business models, from operational efficiency and cost reduction to innovation and customer experience

The rapid advancement of digital technologies has fundamentally altered the landscape of business, necessitating a shift in how organizations approach their operations, customer engagement, and value creation. This study delves into the core question of how this digital transformation is impacting business models, examining the changes in processes, strategies, and overall approaches that companies are adopting.

Digital transformation involves identifying and using modern technology to improve your business processes. The primary goal of digital transformation is to make mundane business processes cheaper, quicker, and more efficient. This drives higher profit margins, better employee morale, and improved customer experiences. Geographic and collaborative patterns reveal strong contributions from countries like the United States, China, and Germany, underscoring the global and interdisciplinary nature of the research. Despite the progress, challenges such as cybersecurity, cultural adaptation, and long-term resilience remain underexplored, offering directions for future research. This study provides valuable insights for academics and practitioners seeking to navigate the evolving landscape of digital transformation and business model innovation.

This research is a literature review that uses a qualitative approach, which implies that data will be analysed and interpreted using information and text obtained from various sources. The study results show that in the ongoing era of digital transformation, its impact on business models and competitive advantage is an aspect that cannot be ignored. This digital transformation has changed the fundamentals of how organisations operate and interact with customers, and how they can win the competition in an increasingly fierce market. Digital transformation has brought about a significant business paradigm shift. Today, more organisations are integrating digital technology as an integral part of their business model. It is no longer an option, but a necessity to maintain relevance and competitiveness in the market.

©IJRASET: All Rights are Reserved

Digital transformation in business involves using new technologies like artificial intelligence and cloud computing to drive growth, streamline operations and increase competitive edge. Its impact can be seen across every industry, driven by the growth in online business and the ongoing digitization of business and society.

It has also fundamentally affected many traditional business models. These have evolved rapidly thanks to the emergence of online giants like Amazon and Google, digitally native niche players like Airbnb, Expedia and Netflix, and heavy investment by established industry leaders such as Walmart and Tesco.

Companies like these and thousands of others have taken established business models and integrated technology in ways that drive innovation and create new types of customer experience focused on convenience, value and efficiency. At the same time, new digitally native business models have emerged, such as freemium and software-as-a-service. This article focuses on the ways that "traditional" business models have evolved, and new models have emerged, creating new opportunities but giving rise to new challenges.

II. BUSINESS MODEL

A simple explanation is that a business model is the strategic framework implemented by a company in order to generate value through the delivery of its products and services. Businesses thrive by creating new and unique business models or refining existing ones to create revenue streams, develop efficient operations and build relationships with their customers.

For example, manufacturing businesses create products from raw materials, distribute them to retailers and customers and generate revenue from sales. The model includes steps taken to drive efficiency throughout the manufacturing and distribution operations and create demand for its products through marketing.

By leveraging emerging technologies, businesses can refine elements of the model to increase the amount of value generated, reduce costs incurred by operations and processes and even create new products and services more aligned with the changing needs of their customers.

A. Business Model 1 Retail

This model involves selling products, either to an end consumer or in bulk (wholesale) to another retailer that will sell them. It includes traditional bricks-and-mortar retailers that operate physical stores, e-commerce businesses that operate online and many hybrid business models that exist in the spectrum between them. Digital transformation has had a dramatic impact on retail over the past 20 years, with the explosion in popularity of e-commerce being the best example of this. Online-native retailers (such as Amazon, eBay or Alibaba, for example) put AI and analytics to work in order to target customers with personalized recommendations and shopping experiences as well as smart pricing and intelligent logistics.

B. Business Model 2 Manufacturing

As covered in the introduction, this involves buying raw materials and creating finished products or components for products that will be created by others further along the chain.

It's another traditional model that has been around for thousands of years but is now being swiftly transformed by the emergence of many new transformative technologies. These include the Internet of Things (enabling smart factories and predictive maintenance), robotic technology and 3D printing (sometimes referred to as additive manufacturing).

Collectively, these transformations are sometimes called industry 4.0, referring to them effectively constituting the fourth stage of the Industrial Revolution, following mechanization, electrification and computerization.

Some of the biggest challenges here involve the large investments that companies need to make around infrastructure in order to benefit. There are also challenges around training or hiring in order to ensure they have people with the right skills to implement and operate these technologies. On top of that, there is a need to navigate the ethical and legal implications of large-scale deployment of automation in manufacturing businesses, in particular with regard to the impact it can have on human workforces.

III. LITERATURE REVIEW

The Digital Age is a challenge for companies. It has transformed the way companies interact with their customers, changing the processes and business models. Digital Transformation is the application of technology to build new business models, processes, software and systems that results in more profitable revenue, greater competitive advantage, and higher efficiency. Businesses achieve this by transforming processes and business models, empowering workforce efficiency and innovation, and personalizing customer experiences (Schwertner, 2017).

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

Digital transformation involves identifying and using modern technology to improve your business processes. The primary goal of digital transformation is to make mundane business processes cheaper, quicker, and more efficient. This drives higher profit margins, better employee morale, and improved customer experiences.(Karishma Bhatnagar December 24, 2024)

Digital transformation in business involves using new technologies like artificial intelligence and cloud computing to drive growth, streamline operations and increase competitive edge. Its impact can be seen across every industry, driven by the growth in online business and the ongoing digitization of business and society. It has also fundamentally affected many traditional business models. These have evolved rapidly thanks to the emergence of online giants like Amazon and Google, digitally native niche players like Airbnb, Expedia and Netflix, and heavy investment by established industry leaders such as Walmart and Tesco.(By Bernard Marr, Oct 12, 2023)

Digital transformation has become a dominant trend in the business world in recent years. The rapid development of information and communication technology has enabled organisations to change the way they operate, interact with customers, and compete in the market. This research aims to analyse the impact of digital transformation on business models and competitive advantage. This research is a literature review that uses a qualitative approach, which implies that data will be analysed and interpreted using information and text obtained from various sources. The study results show that in the ongoing era of digital transformation, its impact on business models and competitive advantage is an aspect that cannot be ignored.(Kresnawidiansyah Agustian October 2023)

IV. OBJECTIVES OF THE STUDY

The primary objective of a study on the impact of digital transformation on business models is to understand how digital technologies influence various aspects of business, including how they shape value creation, delivery, and capture. Specifically, it aims to explore the ways in which digital transformation leads to new or modified business models, and the implications of these changes for organizations and the broader market.

A. Elaboration

1) Understanding the Relationship: The study seeks to unravel the intricate relationship between digital transformation and business models, investigating how digital technologies are adopted and integrated into business operations, leading to changes in how value is created and captured.

2) Exploring New Business Models: A key objective is to identify the types of new business models that emerge as a result of digital transformation. This includes exploring how digital technologies enable the creation of new revenue streams, customer experiences, and market structures.

3) Assessing Impact on Existing Models: The study also aims to assess the impact of digital transformation on existing business models. It may analyze how digital technologies disrupt traditional business models, forcing organizations to adapt and innovate to remain competitive.

4) Identifying Challenges and Opportunities: A comprehensive study will also explore the challenges that organizations face during digital transformation and the opportunities that arise from these changes. This includes examining issues related to cybersecurity, data privacy, and workforce adaptation, as well as opportunities for increased efficiency, innovation, and market expansion.

5) Providing Practical Insights: The ultimate goal is to provide valuable insights and practical guidance for organizations seeking to navigate the digital landscape and successfully adapt their business models.

V. CONCLUSION

In conclusion, the literature overwhelmingly suggests that digital transformation has a profound and multifaceted impact on business models. It presents significant opportunities for enhanced efficiency, customer engagement, innovation, and competitive advantage. However, organizations must also address the associated challenges strategically to fully realize the benefits of digital transformation digital transformation is not just a technological trend; it is a fundamental shift in how businesses operate and create value. By embracing digital technologies and adapting their business models accordingly, companies can unlock significant opportunities for growth, innovation, and competitive advantage. Digital transformation strategies involve optimizing processes and developing a competitive edge, primarily through:

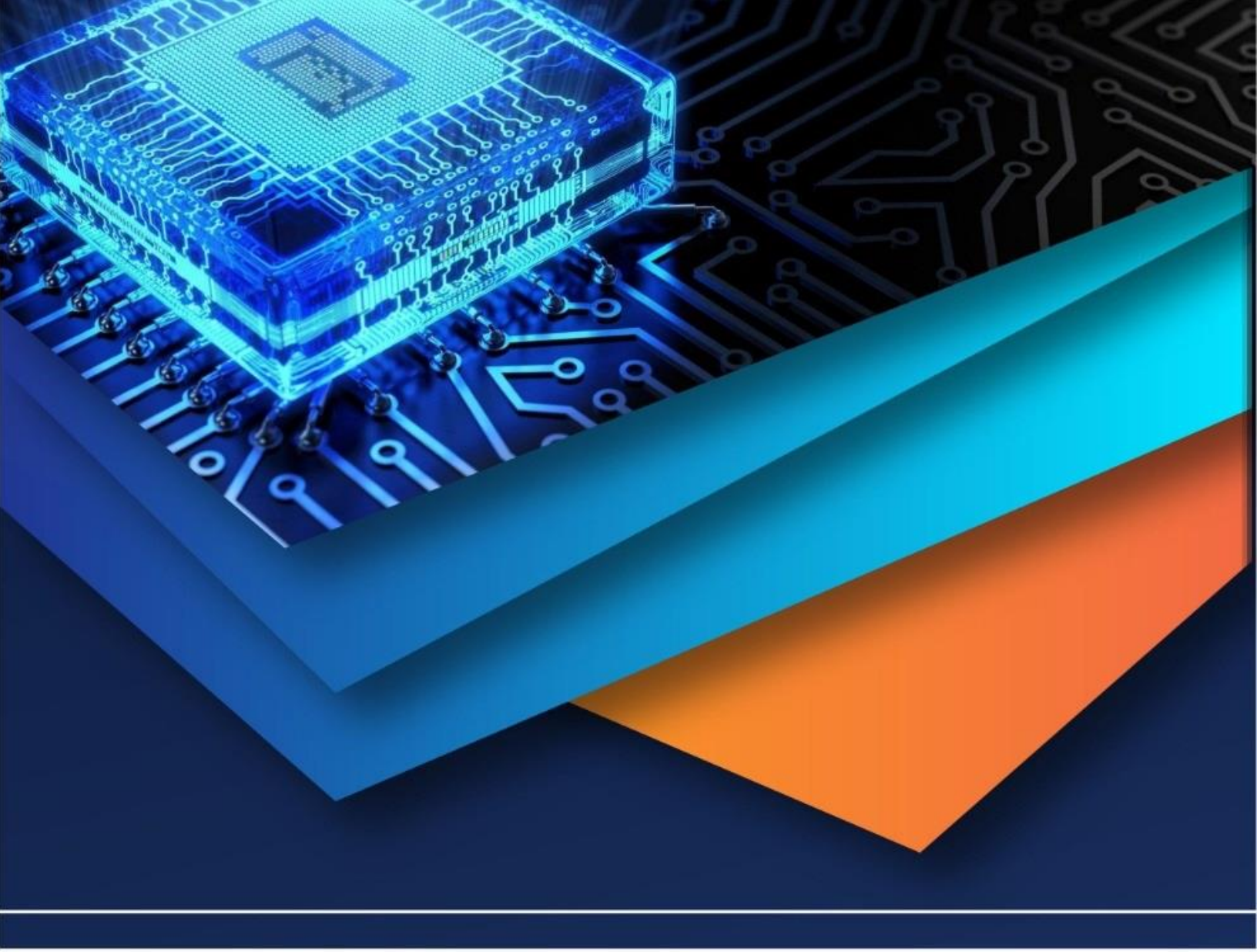
You can significantly improve performance, customer engagement, and competitiveness by evaluating and integrating digital solutions into your core processes.

So, are you ready to integrate digital capabilities into your traditional frameworks? It's a surefire way to guarantee sustained success and growth.

digital transformation is not merely an upgrade to existing business models but a powerful force driving their evolution. Organizations that strategically embrace and integrate digital technologies across their operations are better positioned for enhanced customer engagement, operational excellence, innovation, and ultimately, sustained competitive advantage in the rapidly evolving business landscape. The study underscores the imperative for businesses to move beyond incremental changes and adopt a holistic approach to digital transformation to unlock its full potential in reshaping their business models for long-term success.

REFERENCES

[1] Agustian, K. (2023, October). The impact of digital transformation on business models and competitive advantage. Bhatnagar, K. (2024, December 24). Digital transformation: Making business processes smarter.
[2] Marr, B. (2023, October 12). How digital transformation is reshaping business models. Schwertner, K. (2017). Digital transformation of business.
[3] Bharadwaj, A ., El Sawy, O. A., Pavlou, P. A., & Venkatraman, N. (2013). Digital business strategy: Toward a next generation of insights. MIS Quarterly, 37(2), 471–482. https://doi.org/10.25300/MISQ/2013/37.2.08
[4] Bhatnagar, K. (2024, December 24). Digital transformation: Making business processes smarter.
[5] Chesbrough, H. (2007). Business model innovation: It's not just about technology anymore. Strategy & Leadership, 35(6), 12–17. https://doi.org/10.1108/10878570710833714
[6] Fitzgerald, M., Kruschwitz, N., Bonnet, D., & Welch, M. (2013). Embracing digital technology: A new strategic imperative. MIT Sloan Management Review, 55(2), 1–12.
[7] Iansiti, M., & Lakhani, K. R. (2014). Digital ubiquity: How connections, sensors, and data are revolutionizing business. Harvard Business Review, 92(11), 91–99.
[8] Marr, B. (2023, October 12). How digital transformation is reshaping business models.



10.22214/IJRASET

45.98

IMPACT FACTOR: 7.129

IMPACT FACTOR: 7.429

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Call : 08813907089 (24*7 Support on Whatsapp)