

The Role of Emerging Technologies in Shaping Business Strategy

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Abstract: *Today's fast-changing corporate world has made digital transformation a key driver of organizational strategy across sectors. Digital transformation has transformed operations, marketing, consumer interaction, and business models, as this study examines. Digital transformation drivers, problems, and possibilities are evaluated via a thorough literature and case study assessment. This investigation shows that integrating digital technology into corporate strategy boosts operational efficiency, innovation, agility, and competitiveness. Digital transformation is complicated, requiring firms to overcome cyber security dangers, data privacy concerns, and organizational change reluctance. Leadership commitment, organisational culture, and strategy alignment are also crucial to digital transformation success, according to the report. This article illuminates these processes to help practitioners, politicians, and researchers understand how digital technologies affect corporate strategy.*

Keywords: Digital Innovation, Data-Driven Decision Making, Digital Workforce