

Insights Series – 2 : Digital Transformation – Sustainable Supply Chain¹

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The Insights series is designed to provide exclusive opportunities for project management professionals to learn new perspectives on various key trends and topics. The series will include thoughts and reflections by project management experts and thought leaders from around the world.

The subject this month is “Digital Transformation – Sustainable Supply Chain”. Raji Sivaraman seeks to address the following questions:

- What is digital transformation?
- How to manage digital transformation
- How to sustain digital transformation
- The Key Success Factors
- Challenges / Opportunities



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What is digital transformation?

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Digital transformation refers to the unprecedented disruptions in society, industry, and organizations stimulated by advances in digital technologies such as artificial intelligence, big data analytics, cloud computing, and the Internet of Things (IoT). (1)

How to manage digital transformation?

A top management team with sufficient social and human capital is more likely to sense and seize market opportunities and use them to motivate and initiate strategic changes such as digital transformation. (2)

How to sustain digital transformation?

Since the business network can be considered a useful organizational form for protecting, employing and developing common goods in sustainable ways, the preservation of its commons requires flexible and dynamic architecture, centralized data processing, shared knowledge, complex activity redesign and timely decision-making, which digital technologies are able to provide. (3)

The Key Success Factors

Thirty variables are identified in this paper for the purpose of the driving criteria of blockchain for implementing it with the supply chain and make it more robust and sustainable. (4)

Challenges

Acquiring, collecting, and maintaining demographic data to apply sophisticated analytics is likely out of the reach for smaller businesses. (5)

Opportunities

Although the focus lies on the fulfilment of consumption needs, we also discuss opportunities for value creation beyond the actual purchase (e.g., effects on product use value or user experience sharing). (6)

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About the Editor



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Ipek Sahra Ozguler graduated from the Istanbul University with a Bachelor of Science degree in Computer Engineering and from Middle East Technical University with an MSc degree in Software Management. As a project manager, she has more than 10 years' experience in various areas such as portfolio management, program management, project management, software management, business analysis. She became a certified PMP in January, 2012 and a certified SCRUM Master in 2014.

She has managed a variety of projects across manufacturing, defence, FMCG (Cola Cola), insurance (Euler Hermes), audit (Deloitte), telecommunication, ICT and aviation sectors and gained broader insights. In addition, she has worked as international correspondent for the *PM World Journal* since 2014.

Ipek is the creator and editor of the highly acclaimed book, [The Perspective of Women Project Management Professionals](#), interviews with leading female PM experts and professionals around the world. The book was published in March 2020 and is available [here](#).

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