

# Leading AI-Driven Change: A Framework for Successful Digital Transformation in Enterprises

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## Abstract:

Business enterprises are increasingly transforming their traditional business models into technology enabled digitalized business models to gain sustainability in the competitive market. The necessity of embarking on digital transformation has already been felt by business enterprises in order to sustain themselves in the world of business. However, some particular capabilities are required at micro-foundation level for exploiting this paradigm shift successfully towards digital transformation. In the journey of digital transformation, some particular digital skills and competencies are essential to achieve success at micro-foundational level. In the age of Artificial Intelligence, business enterprises would have to evolve and innovate products and services. In this new era, business firms should learn innovation and digitalization of the core of their business by adopting AI as it is the center of journey of digital transformation. Rapidly advancing digital technologies like artificial intelligence, smart technologies, automation, cloud computing, robotics, and Internet of Things (IoT) are changing the nature of work fundamentally and have increased the concern regarding future of jobs and organizations. In order to keep pace with the rapid disruption, business firms must keep updating and transforming the models of their business in order to remain competitive. Meanwhile, the growing advance technologies are changing the skill type and capabilities required at the workplace and demand the shift in the individual mindset.

**Keywords:** Digital transformation, digital technology, artificial intelligence, business process, digital innovation.

## INTRODUCTION

Essentiality of taking part in the current trend of digital transformation has already been realized by business firm as it would help them in staying competitive in the rapidly changing global business environment. The inner foundation of employees must match in favor of digitalization for gaining competitive advantage successfully. Technologies like blockchain, artificial intelligence (AI), and many others have brought extreme transformation in the process of business. A dramatic shift is seen in how employees are updating CRM tools in the business in real time so that performance of business organizations can be enhanced, and can stay competitive. Therefore, the global consulting firm are identified to be relying heavily on the significance of human skills which is responsible of harnessing the advantages of digital transformation (Chatterjee et al., 2022). AI is a prevalent ecosphere and comprehensive general acquaintance common-sense intellectual engine. The AI business platform model is virtually at wealth with model of cloud SaaS. It concerns solutions of artificial intelligence working together on the top layer of other digital system, business firms who are taking benefits of artificial intelligence are making a disturbing revolution from every side of new digital models and practices of business that empowers them to probably transform the whole landscape of business world. It seems like emerging a culture of innovation usually runs incompatibly by conservative design and interpretation of self-conscious. Leaders and executives are playing a vital and strategic role to build a culture of a business so they should bring classic revolution and a willingness to learn and innovate with state of art technology (Mishra & Tripathy, 2021). In this digital era, the waiting period must be reduced by business enterprises and to be more aware in the environment of business world that can be transformed faster that previous decades. Several organizations are adopting evolving technologies that are designed for obtaining high performance and a competitive advantage. Artificial Technology tools might build a competitive benefit by improving experience and interaction

of customers with the applications that are build based on digital strategies. Deep innovation in business firm through development of new products would provide new services on the basis of cognitive potential for the era of artificial intelligence. As a significance, competitive and intellectual strategy required to be matched to utilize the new age AI more effectively for the development of innovative products as well as solutions (Kitsios & Kamariotou, 2021). One of the main influences of this transformation is highly driven by Artificial Intelligence and organizations are utilizing this new tool for innovation in business practices. It is necessary to understand by organization to implement a strategy of digital transformation which be complicated and usually include activities of many people, technologies, capital investment and lines of code making up the operation system and process enabling business organizations achieve their goals. Across many industries, societies, and economy digital transformation is happening that we conclude that digital technologies and artificial intelligence enables increased variety of usage. Everything is enhanced by technology and software. For the implementation of AI projects, business firms should define a case of clear business, defining a problem to resolve and create a study team that would not just deliver the project but it would also continuously innovate and include distinct processes of business inside the project. Powered by AI, digital transformation represents the deep digitalization of every element of an organization. The new competencies are developed through digital transformation for innovation that would lead to new advantages as well as opportunities for organizations on the path of transformation. Implementation of AI in business is not an easy task and should defined a problem to resolve and establish a sturdy team that would implement, deploy and monitor the system of artificial intelligence (Gruia, Bibu & Roja, 2020).

## **LITERATURE REVIEW**

A good response of business organizations towards new risks as well as opportunities that are originated from swiftly growing and disruptive digital tools and technologies, by taking up digital transformative initiatives company-wide. However, the main enablers of such initiatives of digital transformations facilitating results of operational performance in business organizations that further demand investigation. The results shows that structure, leadership and culture are some of the main enablers of digital transformation helping business firms in the achievement of performance results. By providing empirical framework with future research, a contribution is made by this study to the present literature on digital transformation and socio-technical theory. Industrial organizations need digital transformation including three enablers that ensure impact of digital transformation organization wide. The transformation made by such enablers would lead the business firms towards collaboration, customer centricity and agility are the main result of performance behind digital transformation (Imran et al., 2021). Rapidly advancing new digital tools and technologies like smart technology, artificial intelligence and automation, cloud computing and Internet of Things (IoT) are changing the nature of work fundamentally and also increasing the concern with regards to the future of jobs as well as business firms. In order to keep pace with rapid disruption of technology, business organizations must update and keep transforming the models of their business in order to remain competitive in the market. The types of skills are getting changed by the growing advanced technologies and it is also changing the competencies that are required by the workforce at the workplace, a demand in the shift in the mindset among people, teams as well as organizations can also be observed. Rapidly advancing digital tools and technologies at the workplace is unavoidable and would lead the transformation all across the economy while increasing the concerns regarding the work of future among workers as well as organizations. Business organizations must adopt digital technologies and transform for remaining competitive as well as to survive. The crucial part of digital transformation are employees to process success and understanding the observation and attitude towards changes brought by technology is important, together with other strategies for enhancing digital capabilities. Leaders and organizations must be mindful regarding unintentional poor effects of technological transformation and digital transformation on employees and mitigated influence on

work associated health and well-being by promoting flexibility and adaptability among teams as well as individual with obligatory support (Trenerry et al., 2021). An essential trend for business organizations is digital transformation because digitalization of value chain influencing whole organizations. The functions of strategic management must consider digital technologies and its influence on assets and resources. The understanding regarding possible elements impacting digital technologies might ease a consciousness of expansions because of digital technologies. Three major dimensions are described by success factors in which digital transformation take place like environment, technology and organization. It is revealed that digital technology can become successful with the collaboration with suppliers, customers and other business firms. A change in culture is important for enabling an alert environment of working and inter-disciplinary activities. The strongest strategic influence is provided by dimension organization on the success of digital transformation because such dimensions include the impact of digital transformation on long-term objectives, the alignment with market and improvement of service portfolio and products. The factors describing and triggering the organizational perspective towards digital transformation are anticipated to work as durable when a strategic alignment is provided by them (Vogelsang et al., 2018).

The emergence of an advanced breed to assist business organizations has been brought by digital transformation to innovate the process, scale up swiftly and to lead the market. The increasing use of advancing technologies like Advanced Analytics, Artificial Intelligence and high-performing computing system enabling organization for the adoption of alert and efficient structure of business, for continuous growth of business, the digitalization has become necessary in the competitive business environment. Digitalization is all regarding usage of advanced technologies for transformation of traditional services as well as business processes into a more smart and digitalized form. For business enterprises, digitalization seeks advanced method for the improvement of user experiences and achievement of revenue objectives. New and advanced technologies are implemented for transformation of traditional operations of business into modern ones. Exclusive array of advantages can be offered by digital transforming to business enterprises. Seven main pillars are included in the process showing the personalized outcomes. Effective marketing strategies can be implemented by companies with digital transformation for growing constantly. An integral; role can be played by technologies that would help business firms in transforming non-digital operations of business into a digital way. It is correct to say that adoption of advancing technologies transforms the system digitally (Javadi, 2022). Everything is being reshaped by digital technologies starting from customer behavior and their expectations to organization system, business models to markets, and eventually society. Even after so much of advanced technologies, the complication of implementing such tools and technologies and their implications have lot of aspects of social life that are not yet understood fully. Digital technologies are expected to make positive as well as negative influence going beyond immediate remit of organization affecting individuals within as well as outside the organization, along with business models of firm, its ecosystem and platform as well as whole industry. This transformation is not just related with the organization but it also includes individuals who are adopting and using digital tools and technologies, participants of ecosystem who are creating values propositions regulating sectors in which companies and individuals are embedded. New digital technologies destroy and also create jobs simultaneously and encourage substantial and permanent changes to the work nature (Dąbrowska et al., 2022). Means and strategies to select and implement digital technologies realizing company's objectives in digital transformation have been examined extensively. AI has been hyped as a means for business firms for cutting the cost and for enhancing service quality, productivity, coordination, and efficacy of practice. Artificial Intelligence is a main element of digital transformation in present organizations, mainly because of its utility in making of decisions when blended with large set of data. Therefore, AI technology deployment providing great opportunities and have some serious challenges that are faced by business firms. Majority of leaders have less idea about how to address such challenges. They identified that a crucial role by AI in performance of business firms but not how the company can deploy digital tools to achieve desired

performance goals and results as well as promote digital transformation. A framework presented to measure AI readiness of an organization is envisioned for facilitating such considerations to enable quantification potential of a company for digital transformation in the four main dimensions, which are activities, technologies, goals and boundaries (Holmstrom, 2022).

## METHODOLOGY

### Objective

To study the Framework for Successful Digital Transformation in Enterprises.

### Sampling

Study survey was conducted among 243 people from different regions. Mean test applied to find the results.

### Data Analysis

Table I: A framework for successful digital transformation in enterprises

S. No.	Statements	Mean Value
1.	AI offers enterprises the ability to automate processes, gain predictive insights, and deliver personalized customer experiences	4.27
2.	AI-driven change requires a strategic alignment between organizational goals, digital capabilities, and technological investments	4.03
3.	Executive leadership plays a critical role in driving AI adoption by fostering a culture of innovation, providing strategic direction	4.13
4.	Strong data governance, quality management, and ethical use policies are essential to build trustworthy AI systems	4.07
5.	Agile methodologies accelerate the development and deployment of AI solutions, promoting innovation and flexibility	4.00
6.	Continuous monitoring, evaluation, and ethical oversight ensure that AI systems remain aligned with business objectives	4.19

Above table shows statements for A Framework for Successful Digital Transformation in Enterprises where respondents say that AI offers enterprises the ability to automate processes, gain predictive insights, and deliver personalized customer experiences (4.27), AI-driven change requires a strategic alignment between organizational goals, digital capabilities, and technological investments (4.03), Executive leadership plays a critical role in driving AI adoption by fostering a culture of innovation, providing strategic direction (4.13), Strong data governance, quality management, and ethical use policies are essential to build trustworthy AI systems (4.07), Agile methodologies accelerate the development and deployment of AI solutions, promoting innovation and flexibility (4.00), and Continuous monitoring, evaluation, and ethical oversight ensure that AI systems remain aligned with business objectives (4.19).

## CONCLUSION

Artificial Intelligence is no longer a futuristic concept; it is a present-day catalyst for digital transformation across industries. Successfully leading AI driven changes require more than just technological adoption, it demands a strategic, human-centric framework that integrates leadership vision, organizational readiness, and continuous innovation. Enterprises that prioritize ethical AI use, data-driven decision-making, employee upskilling, and agile operational models are better equipped to unlock the transformative potential of AI. This framework underscores the importance of aligning AI initiatives with business goals, fostering a culture of innovation, and ensuring cross-functional collaboration. By embedding AI into core business processes and decision-making structures,

organizations can drive efficiency, enhance customer experience, and gain competitive advantage in a rapidly evolving digital landscape. Ultimately, the path to successful digital transformation is not just about adopting AI technologies, but about reimagining enterprise value creation through intelligent, ethical, and inclusive leadership.

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