

The Impact of Digital Transformation on Crisis Management and Organizational Sustainability

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Abstract: *Organizations encounter greater problems currently. Massive developments are prompting worldwide and national companies to embrace new and creative management techniques by integrating new technology to transition from inflexible operating modes to agile mechanisms that better adjust to unpredictability. The Covid pandemic19 is only one example of the massive aftereffects of most catastrophes. This unprecedented global crisis has revealed the significance of rethinking firms' operational strategies to employ more flexible tools to assure sustainability, such as digital transformation to speed worldwide excellence transitions. The 2021 OECD numbers indicate how this crisis has harmed the world economy and organizations. Our research answers: "Can digital technology help organizations restructure and respond to crises? Our theoretical contribution establishes a conceptual paradigm for digital transformation-based organizational agility by linking organizational change, digital transformation, and agility. Managers help firms become agile and resilient by validating the conceptual model in an empirical framework and establishing digital transformation success criteria.*

Keywords: Digital Adaptation, Agile Leadership, Crisis Management