

Digital Transformation in Management: Challenges and Opportunities

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Abstract: *Digital transformation is essential for organizations striving to maintain competitiveness in a rapidly changing technological landscape. This paper examines the challenges and opportunities of digital transformation in management. Key topics include the integration of technology into traditional business models, leadership roles, and the impact on organizational culture. Opportunities such as enhanced efficiency, better decision-making, and improved customer satisfaction are analyzed. Additionally, the paper highlights risks such as cybersecurity threats, workforce disruption, and resistance to change. The findings are supported by scholarly references from books, journals, and articles.*

Keywords: Digital transformation