

Digital Transformation of Multidisciplinary Design Firms : A Systematic Analysis-Based Methodology for Organizational Change Management

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Abstrak

This book analyzes the process-oriented and organizational changes related to the digital transformation of multidisciplinary design firms. Based on this it proposes a systematic analysis-based methodology for change management, which consists of two distinct, but complementary components: a framework and a set of analysis methods. It particularly focuses on the relationship between the new paradigms, perspectives, and context of change related to digital transformation. The proposed framework combines these three elements in order to identify and address areas of investigation concerning process-oriented and organizational changes in the context of digital transformation, and also quantitatively and qualitatively assesses these changes in practice.

This book offers the first comprehensive review of change management and digital practice, and includes case studies to enhance readers' understanding of change management in the context of the digitalization. As such it is of interest to both industry practitioners and researchers.