# Literature Review and Prospects of Research on Influential Factors of Digital Transformation in Enterprise

Mingzhu Luo*, Liwei Ji

Guangdong University of Science and Technology, Dongguan, China

*2657952439@qq.com, 491053801@qq.com

**Abstract.** With the rapid development and spread of digital technology, the market environment is becoming increasingly digital. Enterprises need to use new technologies to adapt and seize market opportunities, improve efficiency and competitiveness to maintain their market position. So how enterprises can carry out high-quality digital transformation in the digital economy competition has gradually become the focus of academic attention. By combing the existing literature and analysing the influencing factors of enterprise digital transformation at home and abroad, this paper puts forward four problems at this stage of research on the influencing factors of enterprise digital transformation, and at the same time, it also looks forward to the future direction of research on the influencing factors of enterprise digital transformation, so as to provide more useful guidance and reference for enterprises to promote digital transformation.

**Keywords:** digital transformation; influencing factors; digital economy.

## 1 Introduction

With the development of the digital economy and technological advances, more and more enterprises are aware of the importance of digital transformation and are accelerating it to cope with the competition and changes in the market. The essence of digital transformation is to rely on digital technology to digitally transform the enterprise, and with the massive nature and mobility of big data, to improve the productivity of the enterprise, enhance market competitiveness, and avoid being eliminated by the market and the times by continuously resolving the uncertainty faced by the enterprise.

In recent years, the research of enterprise digital transformation has been set off at home and abroad, and a variety of influencing factors play different roles in the process of digital transformation. More and more enterprises have begun to focus on the value and analysis of data to achieve the goals of precision marketing and supply chain optimisation through data-driven decision-making, and to enhance the competitiveness and innovation of enterprises. However, enterprise digital transformation also faces some challenges, such as insufficient technical investment, low employee digital awareness,

security risks, etc., which need to be carefully analysed and solved by enterprises to promote the smooth progress of digital transformation.

## 2      The Current Status of Research on Factors Affecting Digital Transformation

### 2.1      Analysis of External Factors

**Industry Competition and Market Demand.**

External industry competition and market demand are important driving factors for enterprise digital transformation, and analysing the industry competition pattern, market trends and customer demand can help determine the direction and focus of digital transformation. Jun Jin (2020) establishes the Technology-Organisation-Environment TOE analysis framework, which analyses that the market environment and competitive landscape in which an enterprise is located have a great impact on digital transformation [1]. If the market is highly competitive and other companies in the industry have already started digital transformation, then companies will face the pressure and demand for digital transformation. In addition, changes in market demand and consumer habits will also drive companies to digital transformation, Viet L H (2023) states that as the economy grows, there is an increasing need for companies to transition from traditional services to digital platforms in order to expand market penetration and seize new opportunities [2]. This will allow them to keep up with the changing business landscape and gain a competitive advantage.

**Policies, Regulations and Industry Standards.**

The impact of policies, regulations and industry standards on digital transformation cannot be ignored. Gao Hui (2022) used the questionnaire survey method and statistical analysis to analyse relevant policies and standards to ensure that the transformation direction of enterprises meets the requirements of regulations and avoids legal risks [3]. The government's policy and interest orientation can provide financial and legal support for enterprises to carry out digital transformation, as well as guiding them through industrial policy and planning. Viet L H (2023) analysed that in the context of the recovery and development of the logistics industry, which was affected by the greening of the COVID-19 epidemic, the Europe-Vietnam Free Trade Agreement (EVFTA) has created a momentum for the development of Vietnam's economy as a whole, and in particular for the the development of the logistics industry has created momentum [2]. What's more, government regulation also has an important impact on the digital transformation of enterprises, and a perfect data governance system contributes to the orderly promotion of the digital transformation of enterprises, as well as the full play of the role of data elements in the production and operation of enterprises.

**Technological Development and Trends.**

Technological development and trends have a profound impact on enterprise digital transformation, and analysing current technological development trends and the application of emerging technologies can help enterprises choose suitable technological solutions and tools. Zhang Huo (2021) elaborates on the significance of intelligent technology application in the development of enterprise digital transformation, and finally introduces the working scenarios of enterprise intelligent technology application, aiming to provide intelligent technology application ideas for enterprise digital transformation as a way to promote the deep development of enterprise digital transformation [4]. Liu Xiangyu (2023) took A-share listed companies from 2007 to 2020 as a sample, and found that the rise of R&D intensity significantly promotes the use of digital technology, and likewise significantly promotes the generation of data application scenarios [5]. Viet L H (2023) investigated that the digital transformation enterprises must have sufficient IT infrastructure to meet the high Internet connectivity speeds for computerised logistics activities, with investment and technology adoption costs being the most significant barriers when applying new technologies [2].

## 2.2    Analysis of Internal Factors

**Organisational Culture and Leadership.**

Culture and leadership within the organisation is critical to the advancement of digital transformation. Swen and Rein hard (2023) found that the age of managers, managerial experience, and awareness of practices in technology transformation influenced the increased use of digitally transformed services [6]. Companies are more capable of undertaking digital transformation if they have an innovative organisational culture, the ability to attract and retain the talent needed for digital transformation, and flexible management systems and decision-making mechanisms.

**Technology Base and Digital Capabilities.**

The enterprise's existing technology base and digital capabilities are the foundation of digital transformation, including the development and application of emerging technologies, such as cloud computing, big data analysis, artificial intelligence, and the Internet of Things. Xiangyu Liu (2023) analyses the existing IT systems, skill levels of technical teams and the application of digital tools in enterprises and determines that improving the technological base and digital capabilities can help to determine the feasibility of digital transformation [5]. Osmundsen (2023) argues that the ICT infrastructure is critical to logistics in supporting efficient access to information and services, and that in order for the effective development, management and operation of infrastructure systems, firms must adopt software deployment on their IT base out facilities [6].

**Business Model and Process Optimisation.**

An enterprise's business model and processes determine the direction and focus of digital transformation. Yin Xiaonan (2023) utilised the 2015-2020 China's Shanghai and Shenzhen A-share listed manufacturing enterprises [7]. Wang Yuyan (2023) used

the text mining method to measure the digital transformation of 2107 manufacturing enterprises, and empirically tested that the optimization of business environment can significantly promote the digital transformation of manufacturing enterprises [8]. Xie Weicheng (2023) analyzed the key to the success of the transformation based on the research data lies in the ability to integrate digital technology with the organizational structure, business management and other organic integration [9].

## 3     Problems Analysed from the Literature Study

Based on previous literature studies, we find that there have been a number of scholars who have explored digital transformation and gained a lot of achievements. Researchers have summarised some successful cases of digital transformation and analysed the key factors of success and lessons learned, and these studies provide valuable reference and inspiration for other enterprises, helping them to better plan and promote digital transformation. However, enterprise digital transformation is an important topic in the era of digital economy, combining with the existing research, the issues that still need further attention are.

First, at present, most of the research focuses on exploring the role of digital transformation on the organisation, strategy, operation and business model of enterprises, and then concludes whether enterprises have enriched and expanded the way of value realisation and the results of value creation under the empowerment of digital transformation, but there is still a lack of systematic empirical research on how the digital transformation affects the enterprise's value creation mode and the results of value creation. The research is limited to exploring the influencing factors of digital transformation at the theoretical level and lacks empirical research support, which leads to limitations in practical application.

On the second hand, some studies may be biased in making sample selection, focusing only on a certain industry or a certain size of firms, which leads to the generalisation of the findings being affected. A wider sample selection covering firms of different industries and sizes is needed to obtain more comprehensive conclusions. The literature rarely mentions the impact of digital transformation on customers.

In the third aspect, the overall literature on the influencing factors of enterprise digital transformation is insufficient and the main focus is on the positive factors that promote digital transformation, in addition, digital technology is a fundamental element for enterprises to achieve digital transformation, but there are very few studies on the influencing factors related to digital technology. Since enterprise digitalisation is an emerging topic, there is still little discussion about digital technology and enterprise management, which is a part of the follow-up research that needs to be improved. Also at this stage, the integration of online and offline sales channels proposed by new retail has become a hot topic. While the online sales channel is also an important part of enterprise digital transformation, the existing literature has not yet analysed the integration of online and offline sales channels in depth.

## 4    Future Research Directions

### 4.1    Adopt More Diversified Research Methods

When studying the influencing factors of enterprise digital transformation, a diversified research method can be adopted, combining more case studies and data analyses to gain in-depth insights from practice. Both in-depth case studies and statistical analyses can be combined with empirical data to study the influencing factors in depth from different perspectives. Adopting in-depth statistical analysis methods, more complex statistical analysis methods, such as multiple regression analysis, factor analysis, path analysis, etc., can be used at the data analysis stage in order to deeply excavate the correlation and law between the data, and improve the credibility and persuasiveness of the study.

### 4.2    Appropriately Expanding the Scope of Samples

When selecting research samples, they should cover enterprises in different industries, different sizes and different regions as much as possible to ensure the universality and generalisation of the research conclusions. At the same time, cross-country and cross-region comparative studies can be considered to obtain a broader perspective.

### 4.3    Comprehensive Consideration of Influencing Factors

When studying the influencing factors, various potential influencing factors should be considered, including internal organisational factors, external environmental factors, technological factors, etc., to ensure the comprehensiveness and scientificity of the study. More information can also be obtained through expert interviews and question-naires. Therefore, what impact will joining the blockchain have on enterprise manage-ment, marketing, capital structure, etc., how the relationship between enterprises on the chain changes, and the relationship between blockchain finance and traditional finance, etc. all require further research and attention.

## 5    Conclusion

By combing the literature research of Chinese scholars on the factors of enterprise dig-ital transformation, it can be found that future research should take more empirical methods, the research sample should be more diversified, synthesise a variety of fac-tors, and form a dynamic research approach, so as to make the research more scientific, reliable, in-depth and comprehensive, and to provide stronger theoretical support and practical guidance for the digital transformation of enterprises.

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