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Problem definition and goals

Achieving digital excellence through continuous research can be challenging, even more so with the overwhelming number of trends in the context of digital transformation nowadays. Our goal for this paper was a fully fledged Research Agenda for business consulting companies, specifically DEMICON. This agenda should help decision-making regarding which topics should be taken into consideration for further research. Initially, we curated a list of current literature which focused on factors of digital transformation. After categorizing the results and creating a mind-map based on the most prominent factors described, we selected four key concepts which we would analyse further (**Leadership, Data-driven insights, Employee Skills & Culture and Enterprise Agility**). To give an additional perspective and to simplify further decisions, we categorized our key concepts in the IT-enabled business transformation model by Venkatraman (1994).

Research Agenda

After carefully selecting our topics and looking into their current research worthiness, we deemed all of them to be suitable to be included in a Research Agenda. To give guidance on how to proceed with the 4 selected topics, all of which play a vital role, we categorized them in a prevalent digital transformation model. Our reasoning for the their importance as a key factor in digital transformation and categorization in the model can be found on the next page.

Results

KEY CONCEPT	Leadership	Enterprise agility	Data-driven insights	Employee skills & culture
Reasoning for inclusion in Research Agenda	Leadership and management skills are crucial in implementing and promoting advanced digital transformation strategies, which encompass all areas of an organization.	Agile scaling frameworks provide organisations with methods and concepts to integrate agility on a large scale and achieve high agility.	DDI can provide valuable and actionable knowledge and are often put into place as machine learning methods.	Employee competencies and corporate culture are positively correlating factors in digital transformation.
Reasoning for placement in model	Visionary leadership and strategic decisions are essential to redefine business models and the business environment.	Fundamentally changes the way roles are distributed in the organisation and how processes are run	Can be applied using data from network partners.	Adaptation of Internal Processes and Structures.

Placement in IT-enabled business transformation model by Venkatraman (1994)