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Digital business transformation: Georgii Dubovyi's experience in management and development

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Abstract

This article examines digital business transformation as a key element of strategic management in modern conditions. The purpose of the study is to identify the importance of implementing digital technologies and innovative business models to ensure the competitiveness of organizations. The work analyzes examples of successful application of advanced solutions in various sectors of the economy, including international transportation and biotechnology. The main objectives of the study include optimizing financial flows, forming development strategies, and creating a personalized customer experience. The results show that ignoring digitalization can lead to a loss of competitive positions, while the active implementation of digital tools helps to improve operational efficiency and create new opportunities for growth. The practical application of the findings lies in the need to adapt corporate culture and rethink success criteria, moving to dynamic metrics. The article emphasizes that companies focused on innovation and flexibility will be able not only to survive, but also to thrive in a rapidly changing digital economy.

Keywords: Digital Transformation; Strategic Management; Innovative Technologies; Competitiveness; Business Models; Dynamic Metrics; Corporate Culture

1. Introduction

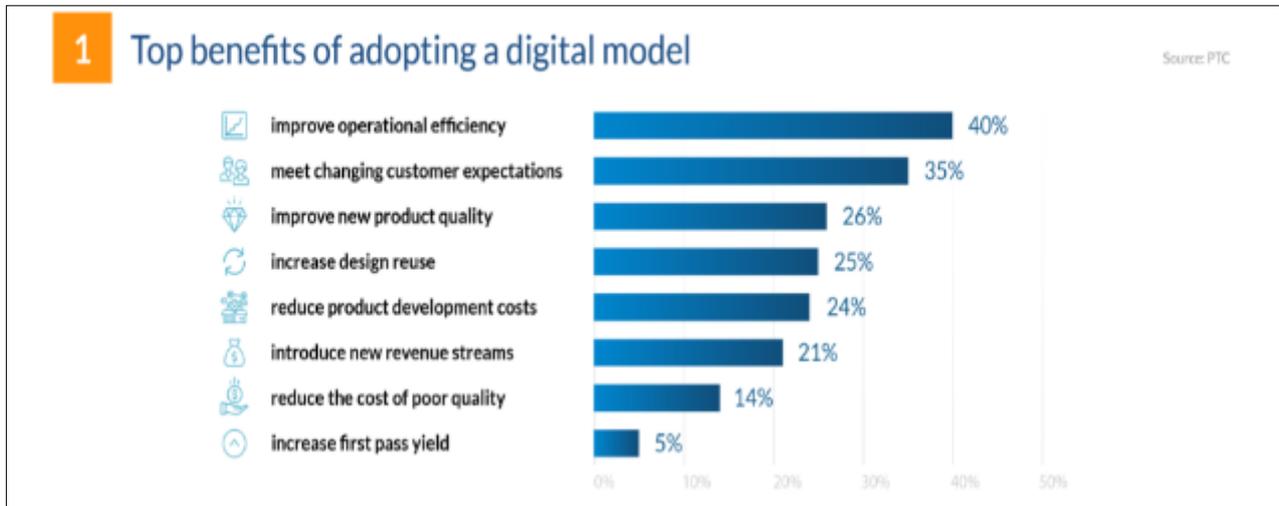
The digital transformation of business in today's conditions is not just a trend, but an integral component of strategic management. The author's experience in this field serves as a model of successful implementation of advanced technologies and innovative solutions. With more than twenty years of experience in international corporations, he has established himself as a highly qualified leader, capable of forming and effectively managing teams of over one hundred people, as well as developing strategic directions for sustainable business growth.

Throughout his career, he has successfully implemented a number of significant projects in the fields of international transportation and logistics, as well as in the biotechnology sector. In the role of CEO of DGF Group and the Ukrainian Transport Group, he defined the strategic guidelines of the companies, oversaw financial policy, and monitored the execution of business plans. Under his careful leadership, both organizations achieved outstanding results, including receiving the prestigious award of "Best International Road Carrier of the CIS." The article discusses how to effectively manage financial flows and shape a development strategy, which, in turn, contributes to the successful digital transformation of companies.

Digital business models have enormous potential to revolutionize virtually all sectors of the economy. For organizations striving to remain competitive, it is extremely important to understand exactly how digital technologies can be used to create new value for customers and to develop innovative business models. The application of digital marketing and

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branding tools represents a customer-oriented strategic transformation that requires deep organizational changes and active digital implementation [1].



Source: PTC

Figure 1 Top benefits of adopting a digital model

The modern business environment demands constant improvement and adaptation to the challenges of the times in order to ensure stability and fairness for all market participants. In the context of rapid changes related to digitalization and innovation, governmental initiatives and reforms become fundamental for creating a favorable business climate.

Firstly, the business environment must be universal and fair. To create a more stable, transparent, and predictable business environment, the government is obliged to continue reforming the business sphere by optimizing market mechanisms, strengthening the rule of law, improving public affairs and humanitarian aspects, as well as developing infrastructure and promoting innovation and progress, among other initiatives.

Secondly, digitalization represents an inevitable path to transformation, modernization, and the development of the high-tech sector. In this regard, local authorities must facilitate deep integration between industry and academia, creating an ideal service system for digital transformation that will provide enterprises with a full range of services, including design, implementation, operation, and maintenance. This, in turn, will increase corporate confidence and innovative awareness, while reducing the complexity and risks associated with digital transformation.

Thirdly, business reform must be adapted to the demands of various scenarios and areas of development. In developed regions, it is necessary to optimize the political environment, encourage technological innovation, and attract talent; in developing regions, emphasis should be placed on the development of information technology; and in disadvantaged areas, it is important to explore the concept of “digital poverty alleviation,” gradually guiding enterprises onto the path of digital transformation [2].



Source: IDG

Figure 2 What does “digital business” mean to organizations

Digital transformation drives organizations to manage change more effectively, making it a core element of corporate competence, as the enterprise becomes a customer-oriented system. In modern business, digital transformation is no longer a luxury but a necessary component that allows companies to adapt to rapidly changing market conditions, increase operational efficiency, and open new horizons for growth and scaling.

Organizations that ignore the implementation of digital technologies risk being left behind, losing ground to competitors. Modern digital tools enable the optimization of business processes, improvement of product and service quality, as well as the creation of new opportunities for customer interaction, which, in turn, contributes to the formation of a more personalized customer experience. The automation of routine tasks, optimization of business processes, and use of cloud technologies allow for a significant reduction in costs and an increase in productivity. At the same time, advanced technologies such as artificial intelligence and the Internet of Things open up new horizons for the creation of innovative products and services [1].

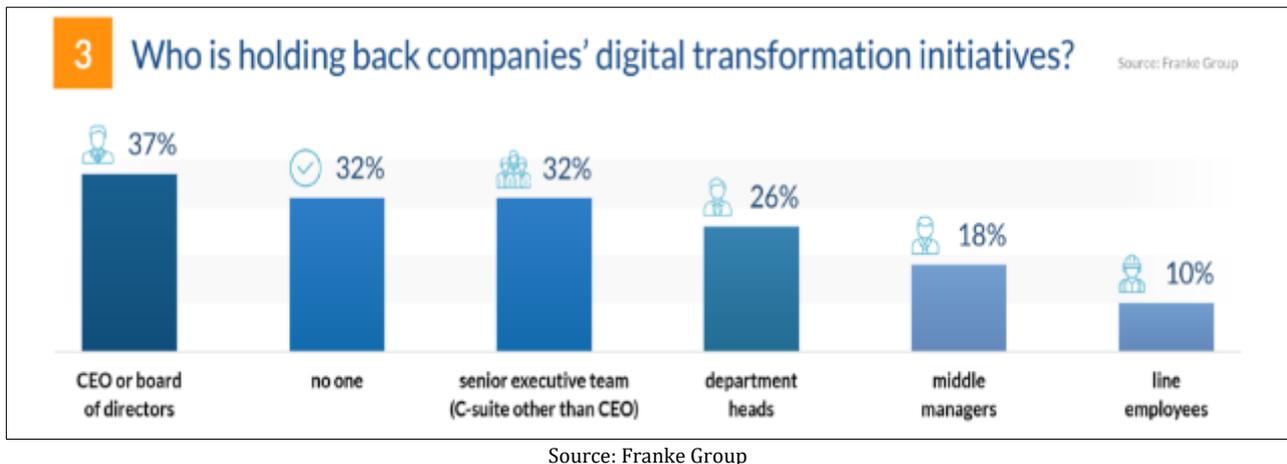


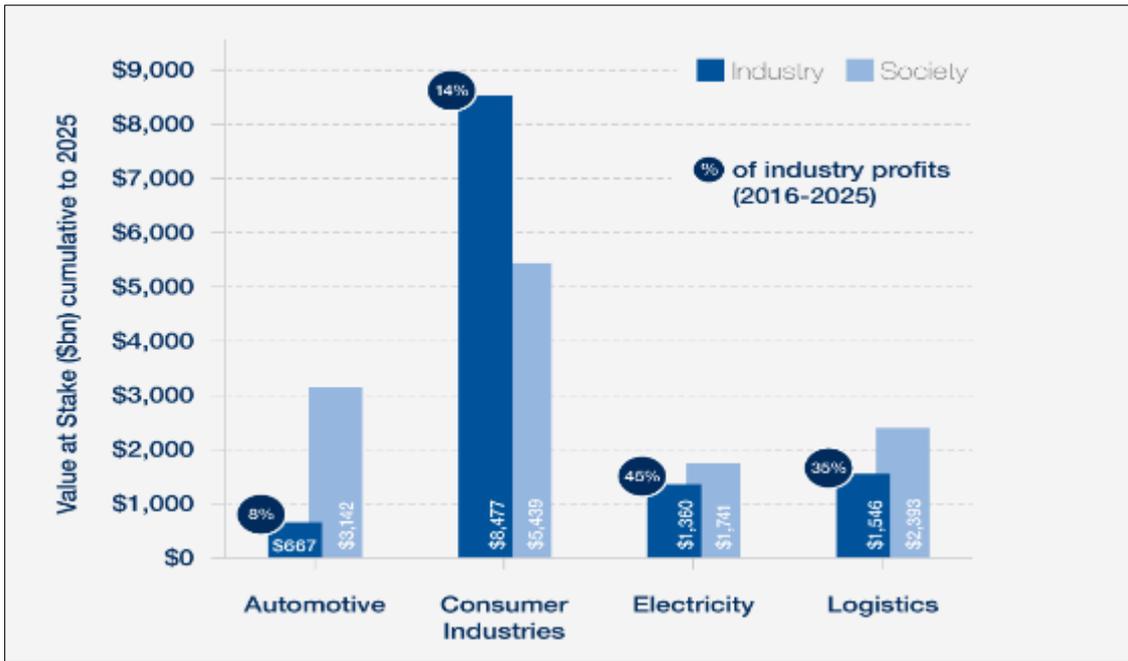
Figure 3 Who is holding back companies' digital transformation initiatives?

Against the backdrop of relentless technological disruption and constantly changing market dynamics in the modern business landscape, traditional criteria for evaluating business transformation such as return on investment (ROI), cost reduction, and project completion metrics are losing their relevance. These static, milestone-based key performance indicators (KPIs) are unable to reflect the continuous, iterative nature of transformational processes, where adaptability, speed of innovation, and long-term value creation become defining factors.

Organizations must shift from rigid, project-oriented measurement frameworks to dynamic, real-time metrics that can assess their ability for sustainable evolution. An analysis of the limitations of outdated transformation indicators has shown that key metrics such as Time to Adapt (TTA), innovation speed, and the ecosystem expansion index provide a more comprehensive and forward-looking understanding of transformation effectiveness.

Furthermore, the study of implementation strategy including AI-based analytical solutions, executive alignment, and continuous feedback loops makes it possible to integrate transformation measurement into the strategic foundation of the organization. By redefining transformation evaluation criteria, companies can move beyond short-term efficiency gains and develop a sustainable competitive advantage.

Organizations that embrace the principle of continuous transformation measurement will not only overcome emerging challenges but also thrive in a rapidly evolving business landscape. In conclusion, dynamic transformation measurement with a focus on flexibility, innovation, and strategic resilience is a necessary condition for organizations aiming to take a leading position in the future economy [3].



Source: World economic Forum, Accenture analysis

Figure 4 Digital transformation has the potential to create grater value for society than industry

2. Conclusion

In conclusion, digital business transformation is becoming an integral part of strategic management, requiring organizations not only to adapt, but also to actively implement innovative technologies. The experience of a successful leader who demonstrates the effectiveness of applying advanced solutions serves as a vivid example for many. In a rapidly changing market environment, companies striving for sustainable growth must recognize the importance of digital business models and actively use them to create new value for customers.

Modern challenges demand not only process optimization from organizations, but also profound changes in corporate culture, making digitalization a necessity rather than a luxury. Ignoring this fact may lead to a loss of competitiveness. Therefore, it is important not only to implement new technologies, but also to rethink traditional success criteria by transitioning to dynamic metrics that reflect the real effectiveness of transformational processes. Thus, companies focused on innovation and flexibility will be able not only to survive, but to thrive in the digital economy, creating sustainable competitive advantage and shaping the future of business.

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