

Digital Transformation and Innovation

Assignment Guidelines:

The purpose of this work is to analyse the impact of digital transformation, emerging technologies and innovation strategies on the derivation of business agility and sustainable competitive advantage in global industry. Students should demonstrate the ability to critically evaluate the effect of enterprise technology architectures, platform business models, disruption innovation paradigms, and data-driven culture shifts on strategic growth, operational agility, decision-making, and organisational performance. This report is for reviewing implementable frameworks as well as real-life cases in the contemporary corporate setting.

Submission Format:

- Type: Detailed project report
- Font: Times New Roman, Size 12, Double Spaced
- Word count: 3000 – 4000 words
- Submission Deadline: To be announced by the respective professors

Assessment Criteria:

- Understanding and application of digital transformation frameworks and innovation theories – 20%
- Critical analysis of digital business models and disruptive technology implementations – 25%
- Application of relevant academic literature, empirical evidence, and industry case studies – 20%
- Strategic insight, change management considerations, and quality of recommendations – 25%
- Structure, academic writing, presentation, and APA referencing – 10%

Mandatory Sections:

- Title Page
- Table of Contents
- Abstract
- Introduction
- Literature Review
- Methodology
- Findings
- Discussion
- Conclusion
- References
- Appendices

Assignment Task – Choose ONE of the following written assignments:

Option 1: Legacy Modernisation, Cloud Architecture, and Enterprise Agility

Analyse the strategic, architectural, and operational challenges associated with modernising enterprise technology ecosystems to accelerate digital innovation. Your paper should:

- Identify and discuss the major structural barriers to legacy IT systems, such as technical debt, data silos and architectural rigidity.
- Explain the difference between monolithic system architectures and modern, microservices-driven, cloud-native enterprise environments (i.e., API-first designs, serverless computing).
- Provide examples of successful enterprise cloud migration and core modernisation initiatives, as well as public examples of technical migration failures that led to critical operational downtime or loss of market share.
- Explore, with examples, the governance models and organisational change management approaches that have best enabled executive leaders to deliver large-scale IT transformations.

Option 2: Platform Business Models and Ecosystem Strategy in the Digital Economy

Investigate the role of digital platform strategies and ecosystem orchestration in capturing value, disrupting incumbent business models, and expanding market boundaries. Your paper should:

- Analyse through the lens of multi-sided platform architecture, direct and indirect network effects, and data-driven feedback loops in today's digital platforms.
- Analyse the strategic trade-offs associated with developing proprietary platform ecosystems versus participating within established third-party platform environments versus leveraging open-API approaches versus running traditional pipeline business models.
- Discuss the relationship in terms of platform ecosystem growth and industry boundary shifts, competitive dynamics, regulatory scrutiny, and the possibilities of monetizing the ecosystem.
- List instances of global enterprise platform convergences and orchestrators such as Apple, Siemens or Uber.
- Suggest expectations for a cost-effective, scalable platform transition roadmap for traditional pipeline enterprises seeking to pivot toward platform-centric value creation.

Option 3: Digital Culture, Innovation Management, and Agile Execution

Evaluate how organisational structures, leadership paradigms, and continuous innovation frameworks should be designed to foster sustained digital agility in volatile markets. Your paper should:

- Discuss the challenges of running traditional stage-gate development models in parallel with fast-paced, iterative innovation models (e.g., Agile, DevOps, Lean Startup) in an environment of evolving market and customer needs.
- Assess how data-centric cultural policies—such as distributing decision-making, promoting rapid experimentation, and organising cross-functional product teams—have influenced innovation velocity relative to operational risk management.
- Analyse the effect of digital transformation and employee training initiatives on overall customer experience (CX) and product delivery time.

- Discuss how they are inspired by recent digital-first or digitally transformed organisations (e.g., Spotify, Netflix, DBS Bank) that leverage agile ways of working and innovation hubs to continue market leadership.
- Offer a strategic framework for integrating digital innovation organisations with core operations businesses.