



**UNSW**  
SYDNEY



## Digital Transformation

**Enabling traditional businesses to craft digital strategies that allow them to thrive in a digital ecosystem threatened by the disruption of new technologies.**

### Competitive advantage

- Pioneers of an impact-first research method that enables academics and practitioners to co-create solutions to business and societal challenges
- The research network has expertise in:
  - Digital transformation strategy making
  - Digital business model creation

### Impact

- Enabling incumbent firms to counter the threats posed by digital disruption

### Capabilities and resources

- Interdisciplinary team from Information Systems and Computer Science

### Our partners

- A leading hardware retail store in Australia
- A leading culinary organisation in Singapore

### More Information

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