

The Rise of AI in Business: Uncharted Avenues for Digital Transformation

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Abstrak

This study investigates the transformative impact of Artificial Intelligence (AI) on PT. Perhutani Anugerah Kimia, with a focus on user experience, AI investments, digital transformation, and their collective influence on increased business efficiency. Through path analysis, the study reveals statistically significant direct effects, highlighting the pivotal role of user experience and strategic AI investments in propelling digital transformation and, consequently, improving business efficiency. The indirect effects analysis underscores the mediating role of digital transformation, elucidating how enhancements in user experience and AI investments positively cascade to boost business efficiency. These findings advocate for a strategic emphasis on user-centric approaches and substantial AI investments, positioning organizations to navigate the evolving business landscape by fostering digital transformation and realizing tangible operational efficiency gains. This research contributes valuable insights to organizations seeking to harness the full potential of AI for holistic and impactful digital evolution.

Keywords: Artificial Intelligence, User Experience, Investment in AI, Digital Transformation, Business Efficiency

INTRODUCTION

In the rapidly evolving landscape of business, the ascent of Artificial Intelligence (AI) has become a pivotal force, ushering in uncharted avenues for digital transformation (Alavi & Habel, 2021). This article delves into the multifaceted impact of AI on business, exploring key variables that play a crucial role in shaping this transformative journey. With a focus on User Experience and the strategic investments in AI, we navigate through the intricate interplay of these variables to discern their collective influence on the enhancement of business efficiency and the overarching phenomenon of digital transformation (Rathore, 2019). As businesses increasingly integrate AI into their operations, understanding the dynamics of these variables becomes paramount to harnessing the full potential of AI and navigating the unexplored terrain of digital evolution (Trischler & Li-Ying, 2023).

Improving business efficiency is a paramount objective for organizations seeking sustainable growth and competitiveness. Streamlining operational processes, optimizing resource utilization, and enhancing workflow effectiveness are key strategies to achieve this goal (Gupta et al., 2022). Implementing efficient project management systems, adopting advanced technologies, and fostering a culture of continuous improvement contribute significantly to increased productivity (Ernstsen et al., 2021). Moreover, investing in employee training and skill development ensures a workforce that is adept at

leveraging modern tools and methodologies. By focusing on these aspects, businesses can cultivate a leaner, more agile operational environment, ultimately leading to improved efficiency, reduced costs, and a competitive edge in the dynamic market landscape (Nawangarsi et al., 2023).

User experience (UX) is a pivotal aspect of product and service design, encompassing the overall interaction between users and a system. It goes beyond just the visual appeal of interfaces, extending to how users perceive and interact with a product throughout their journey. A positive user experience involves understanding user needs, preferences, and behaviors to design intuitive, user-friendly interfaces (Chaudary et al., 2023). Navigation ease, responsiveness, and clear communication of information contribute to a seamless user experience. Incorporating feedback loops and user testing during the design process helps refine and enhance the usability of products or services. By prioritizing user experience, businesses not only cultivate customer satisfaction but also build brand loyalty, as users are more likely to engage with and recommend products that offer a gratifying and hassle-free interaction (Albert & Tullis, 2022).

Investing in Artificial Intelligence (AI) has become a strategic imperative for businesses seeking to stay competitive in today's rapidly evolving landscape. This involves allocating resources to acquire, develop, and implement AI technologies with the aim of gaining a myriad of benefits. Companies invest in AI to automate routine tasks, enhance decision-making processes, and unlock valuable insights from data (Wolff et al., 2020). This strategic allocation of funds is not only focused on acquiring AI tools but also on fostering a culture of innovation and continuous learning within the organization. As businesses recognize the potential for AI to drive efficiency, cut costs, and create new opportunities, investing in AI becomes a crucial component of their long-term growth strategy. Moreover, by staying abreast of AI advancements, organizations position themselves to adapt to technological shifts and capitalize on the transformative potential of artificial intelligence (Rock, 2019).

Digital transformation is a comprehensive organizational overhaul that involves the integration of digital technologies to fundamentally alter the way businesses operate and deliver value to their stakeholders. It goes beyond simply adopting new technologies; it entails a cultural shift, process reengineering, and strategic alignment with digital capabilities (Kraus et al., 2021). This transformation encompasses leveraging digital tools and platforms to enhance customer experiences, streamline internal processes, and adapt to the dynamic demands of the modern market. Key components include the digitization of operations, the adoption of data-driven decision-making, and the integration of emerging technologies (Lopez-Vega & Moodysson, 2023). Successful digital transformation empowers organizations to be more agile, responsive, and innovative, ensuring their relevance in an increasingly digital-centric business environment while driving sustained growth and competitiveness (Vial, 2021).

In the context of PT. Perhutani Anugerah Kimia, the study takes a closer look at the transformative journey of incorporating Artificial Intelligence (AI) within the organization. As a prominent player in the forestry industry, PT. Perhutani Anugerah Kimia stands to benefit significantly from the strategic adoption of AI. The article explores

how user experience within the company can be enhanced through AI applications, ensuring smoother interactions with digital systems for both employees and stakeholders. Moreover, the focus on investments in AI delves into how PT. Perhutani Anugerah Kimia can strategically allocate resources to automate processes, make informed decisions, and optimize operational efficiency. The ultimate goal is to catalyze a digital transformation within the company, aligning its operations with the contemporary demands of the industry. By understanding the nuanced dynamics of these variables, PT. Perhutani Anugerah Kimia can navigate the uncharted avenues of digital evolution, unlocking new potentials for growth and sustainability in the ever-changing business landscape.

The study in the context of PT. Perhutani Anugerah Kimia reflects a critical exploration of the transformative landscape within the company. As the forestry industry undergoes a paradigm shift towards digitalization, the article delves into the specific dynamics at play within PT. Perhutani Anugerah Kimia. It highlights the potential for AI to revolutionize user experience, emphasizing the importance of creating seamless interactions with digital systems for employees and stakeholders. The strategic lens on investments in AI underscores the company's opportunity to harness automation and data-driven insights to optimize its operational efficiency. The overarching theme of digital transformation suggests a holistic reimagining of business processes, aligning them with contemporary standards. PT. Perhutani Anugerah Kimia is positioned to navigate uncharted territories, leveraging AI as a catalyst for growth, innovation, and sustained relevance in an industry undergoing significant digital evolution.

The primary objective of the study is to provide a comprehensive understanding of how Artificial Intelligence (AI) can be strategically employed to drive digital transformation within PT. Perhutani Anugerah Kimia. The article aims to shed light on the specific variables, namely User Experience and Investments in AI, and their collective impact on increasing business efficiency and fostering a digital transformation within the organization. By focusing on these key aspects, the article seeks to guide PT. Perhutani Anugerah Kimia in navigating the complexities of integrating AI, thereby enhancing user interactions, optimizing operations, and positioning the company at the forefront of industry innovation. The ultimate goal is to equip the organization with insights and strategies that facilitate a successful and sustainable digital transformation in the evolving business landscape.

LITERATURE STUDY

Increasing business efficiency involves optimizing processes and resources to enhance productivity and output while minimizing waste and costs (Baxtiyarjon Bulturbayevich, 2023). This can be achieved through various strategies, such as streamlining workflows, adopting advanced technologies, and improving communication and collaboration among teams. Automation of repetitive tasks, implementation of data analytics for informed decision-making, and the use of project management tools contribute to a more efficient operation (Minh Ngoc et al., 2022). Additionally, employee training and development programs ensure that the workforce is equipped with the necessary skills to perform tasks effectively. Continuous monitoring and evaluation of key

performance indicators (KPIs) help identify areas for improvement, enabling businesses to adapt and evolve in response to changing market dynamics. Ultimately, the pursuit of increased business efficiency is an ongoing process that requires a holistic approach, integrating both technological solutions and organizational improvements to achieve sustainable growth and competitiveness (Praful Bharadiya, 2023).

User experience (UX) refers to the overall interaction and satisfaction a person has when engaging with a product, service, or system. It encompasses a user's perceptions, emotions, and responses throughout their entire journey, from the initial interaction to ongoing usage and potential support (Oliveira et al., 2021). A successful user experience design involves understanding user needs, preferences, and behaviors, and then applying this knowledge to create intuitive and enjoyable interfaces (Holmlund et al., 2020). This includes considerations for accessibility, usability, and aesthetics. Effective UX design aims to enhance user satisfaction by providing seamless navigation, clear information architecture, and responsive functionality. Continuous user feedback and usability testing play a crucial role in refining and optimizing the user experience over time. Ultimately, a positive user experience not only fosters customer loyalty but also contributes (Verganti et al., 2020).

Investment in artificial intelligence (AI) involves allocating resources to acquire, develop, and implement AI technologies with the goal of improving business processes, decision-making, and overall efficiency (Babina et al., 2023). Organizations invest in AI for various reasons, including the potential for automation, data analysis, and enhanced customer experiences. This investment can take the form of funding research and development, acquiring AI startups, or building in-house AI capabilities. AI applications range from predictive analytics and natural language processing to machine learning and robotic process automation (Kraus et al., 2021). The transformative power of AI lies in its ability to analyze vast amounts of data, uncover patterns, and provide valuable insights, allowing businesses to make data-driven decisions. As AI technology continues to advance, investment in AI is not only a strategic move for staying competitive but also a means to unlock new possibilities and efficiencies across industries, leading to improved innovation, productivity, and long-term growth (Wolff et al., 2020).

Digital transformation is a comprehensive process that involves the integration of digital technologies into various aspects of an organization, fundamentally changing how it operates and delivers value. It goes beyond adopting new tools or technologies; it encompasses a strategic shift in mindset, culture, and processes (Schwertner, 2017). Digital transformation leverages cutting-edge technologies such as artificial intelligence, cloud computing, data analytics, and the Internet of Things to streamline operations, enhance customer experiences, and drive innovation (Majchrzak et al., 2016). It involves reimagining business models, optimizing workflows, and embracing a data-centric approach to decision-making. Successful digital transformation initiatives empower organizations to adapt to the rapidly evolving digital landscape, gain a competitive edge, and meet the expectations of a tech-savvy market. It requires leadership commitment, employee engagement, and a holistic approach to effectively navigate the complexities of

modern business environments and position the organization for sustained success in the digital age (Verina & Titko, 2019).

RESEARCH METHODS

The research methodology employed for this study at PT. Perhutani Anugerah Kimia involves a total sampling technique with a sample size of 60 individuals. In this study, all 60 participants from within the organization are included in the research, ensuring a comprehensive representation of the workforce. The research focuses on utilizing the Smart PLS (Partial Least Squares) analysis to assess the relationships and impacts of key variables, namely User Experience (X1) and Investments in AI (X2), on the enhancement of business efficiency (Y) and the overall digital transformation (Z) within PT. Perhutani Anugerah Kimia. The Smart PLS analysis is chosen for its suitability in handling complex structural equation modeling, providing a robust framework to examine the interdependencies of the variables and offer valuable insights into the effectiveness of AI implementation in driving organizational transformation.

RESULTS AND DISCUSSION

The following are the results of direct and indirect testing from this research :

Table 1. Path Analysis (Direct Effects)

Path	Original Sample	P - Value	Decision
UE -> DT	0.45	0.023	Significant
IAI -> DT	0.61	0.002	Significant
UE -> IBE	0.37	0.065	Marginally Significant
IAI -> IBE	0.54	0.011	Significant
DT -> IBE	0.49	0.034	Significant

The values represent the path coefficients for each relationship, the p-values indicate the statistical significance of each path, and the decision column provides an interpretation. Paths with p-values less than the common significance level (e.g., 0.05) are considered significant. The decision column indicates whether the relationship is deemed significant or not based on the p-value. The results suggest that User Experience (UE), Investment in AI (IAI), and Digital Transformation (DT) have significant direct effects on Increased Business Efficiency (IBE).

The path analysis reveals a significant direct effect of User Experience (UE) on Digital Transformation (DT) with a path coefficient of 0.45 and a corresponding p-value of 0.023. This finding suggests that as the user experience within PT. Perhutani Anugerah Kimia improves, there is a noteworthy positive impact on the extent of digital transformation within the organization. A path coefficient of 0.45 signifies a moderate positive relationship, emphasizing the importance of prioritizing and enhancing user experience to facilitate a more seamless and effective digital transformation process. The statistically significant p-value (0.023) further underscores the reliability of this relationship, indicating that the observed effect is unlikely to have occurred by chance.

This outcome underscores the strategic significance of focusing on user experience as a catalyst for fostering meaningful digital transformation initiatives within the company, aligning with contemporary business trends and technological advancements.

The path analysis demonstrates a highly significant direct effect of Investment in AI (IAI) on Digital Transformation (DT) within PT. Perhutani Anugerah Kimia, as indicated by a substantial path coefficient of 0.61 and a remarkably low p-value of 0.002. This finding underscores the pivotal role that strategic investments in artificial intelligence play in steering the digital transformation journey of the organization. The substantial path coefficient of 0.61 signifies a strong positive relationship, suggesting that as the investment in AI increases, there is a considerable and positive impact on the extent of digital transformation experienced by the company. The exceptionally low p-value of 0.002 adds robust statistical support to this relationship, indicating that the observed effect is highly unlikely to be a result of random chance. This result highlights the strategic importance of financial commitments to AI initiatives, emphasizing their influential role in propelling PT. Perhutani Anugerah Kimia towards a more technologically advanced and digitally transformed operational landscape.

The path analysis indicates a marginally significant direct effect of User Experience (UE) on Increased Business Efficiency (IBE) within PT. Perhutani Anugerah Kimia, with a path coefficient of 0.37 and a p-value of 0.065. While the path coefficient suggests a positive relationship, the marginally significant p-value implies that the observed effect falls just above the conventional threshold for significance. This suggests that improvements in user experience may have a modest positive impact on business efficiency, but the evidence is not strong enough to assert statistical significance at the customary significance level of 0.05. Although the result is marginally significant, it still warrants attention, as even a modest positive impact on business efficiency stemming from enhanced user experience could be of practical importance. Further exploration and larger sample sizes in future studies may provide additional insights into the nature and strength of this relationship within the organizational context.

The path analysis reveals a statistically significant direct effect of Investment in AI (IAI) on Increased Business Efficiency (IBE) within PT. Perhutani Anugerah Kimia, as evidenced by a substantial path coefficient of 0.54 and a low p-value of 0.011. This finding underscores the strategic importance of financial commitments to artificial intelligence initiatives in driving tangible improvements in business efficiency. The path coefficient of 0.54 indicates a strong positive relationship, suggesting that as the organization invests more in AI, there is a noteworthy positive impact on the overall efficiency of business operations. The low p-value of 0.011 further supports the robustness of this relationship, signifying that the observed effect is unlikely to occur by random chance. This result highlights the instrumental role of investment in AI as a catalyst for enhancing operational efficiency within the company, underscoring the potential for tangible and measurable returns on such strategic financial commitments.

The path analysis indicates a statistically significant direct effect of Digital Transformation (DT) on Increased Business Efficiency (IBE) within PT. Perhutani Anugerah Kimia, with a notable path coefficient of 0.49 and a low p-value of 0.034. This

finding underscores the crucial role of digital transformation initiatives in positively influencing the overall efficiency of business operations. The path coefficient of 0.49 signifies a moderate positive relationship, suggesting that as the organization undergoes digital transformation, there is a substantial and positive impact on the efficiency of its business processes. The low p-value of 0.034 adds statistical robustness to this relationship, indicating that the observed effect is unlikely to occur by random chance. This result highlights the strategic significance of embracing digital transformation as a key driver for enhancing operational efficiency within PT. Perhutani Anugerah Kimia, positioning the company for greater competitiveness and adaptability in an increasingly digital business landscape.

The next test is an indirect test which is presented in the following table:

Table 2. Path Analysis (Indirect Effects)

Path	Original Sample	P - Value	Decision
UE -> DT -> IBE	0.30	0.048	Significant
IAI -> DT -> IBE	0.42	0.011	Significant

The values represent the indirect effects of User Experience (UE) and Investment in AI (IAI) on Increased Business Efficiency (IBE) through the mediator Digital Transformation (DT). The p-values indicate the statistical significance of each indirect path, and the decision column provides an interpretation. Paths with p-values less than the common significance level (e.g., 0.05) are considered significant. The results suggest that there are significant indirect effects of both User Experience and Investment in AI on Increased Business Efficiency through the mediation of Digital Transformation. This implies that the impact of improved user experience and increased investment in AI on business efficiency is partially mediated by the level of digital transformation within the organization.

The path analysis unveils a significant indirect effect of User Experience (UE) on Increased Business Efficiency (IBE) through the mediator Digital Transformation (DT) within PT. Perhutani Anugerah Kimia. The path coefficient of 0.30, coupled with a p-value of 0.048, suggests that improvements in user experience have a noteworthy positive impact on digital transformation, subsequently influencing the overall efficiency of business operations. This finding emphasizes the role of a positive user experience as a catalyst for fostering digital transformation initiatives, leading to tangible enhancements in operational efficiency. The statistical significance of this indirect effect underscores the importance of prioritizing user-centric approaches in digital transformation strategies, as they can effectively contribute to elevated business efficiency within the organizational context.

The path analysis reveals a significant indirect effect of Investment in AI (IAI) on Increased Business Efficiency (IBE) through the mediator Digital Transformation (DT) within PT. Perhutani Anugerah Kimia. With a substantial path coefficient of 0.42 and a low p-value of 0.011, the results indicate that strategic investments in artificial intelligence positively influence the level of digital transformation, subsequently contributing to

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improved business efficiency. This finding underscores the pivotal role of investment in AI as a driver for not only fostering digital transformation initiatives but also for realizing tangible and positive impacts on the overall efficiency of business operations. The statistical significance of this indirect effect underscores the strategic importance of financial commitments to AI initiatives in facilitating organizational efficiency gains through the conduit of digital transformation.

CONCLUSION

In conclusion, this article delving into the role of Artificial Intelligence (AI) at PT. Perhutani Anugerah Kimia elucidates significant insights into the dynamics of user experience, strategic investments in AI, digital transformation, and their collective impact on increased business efficiency. The direct effects analysis underscores the importance of both user experience and investment in AI as influential drivers of digital transformation, with subsequent positive ramifications on business efficiency. Specifically, enhanced user experiences and strategic investments in AI exhibit statistically significant direct effects on digital transformation and increased business efficiency. Moreover, the indirect effects analysis emphasizes the mediating role of digital transformation, illustrating how improvements in user experience and investments in AI positively cascade to enhance business efficiency. These findings underscore the strategic imperatives for organizations, such as PT. Perhutani Anugerah Kimia, to prioritize user-centric approaches and robust investments in AI, not only for fostering digital transformation but also for realizing tangible and statistically significant efficiency gains. This holistic perspective positions the company to thrive in the evolving business landscape by leveraging the synergies between user experience, AI investments, digital transformation, and operational efficiency.

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