A Preliminary Literature Review of Digital Transformation Case Studies

Vesna Bosilj Vukšić, Lucija Ivančić, Dalia Suša Vugec

Abstract—While struggling to succeed in today's complex market environment and provide better customer experience and services, enterprises encompass digital transformation as a means for reaching competitiveness and foster value creation. A digital transformation process consists of information technology implementation projects, as well as organizational factors such as top management support, digital transformation strategy, and organizational changes. However, to the best of our knowledge, there is little evidence about digital transformation endeavors in organizations and how they perceive it – is it only about digital technologies adoption or a true organizational shift is needed? In order to address this issue and as the first step in our research project, a literature review is conducted. The analysis included case study papers from Scopus and Web of Science databases. The following attributes are considered for classification and analysis of papers: time component; country of case origin; case industry and; digital transformation concept comprehension, i.e. focus. Research showed that organizations – public, as well as private ones, are aware of change necessity and employ digital transformation projects. Also, the changes concerning digital transformation affect both manufacturing and service-based industries. Furthermore, we discovered that organizations understand that besides technologies implementation, organizational changes must also be adopted. However, with only 29 relevant papers identified, research positioned digital transformation as an unexplored and emerging phenomenon in information systems research. The scarcity of evidence-based papers calls for further examination of this topic on cases from practice.

Keywords—Digital strategy, digital technologies, digital transformation, literature review.

I. INTRODUCTION

DURING the last decade, there has been an increase in the number of companies that have been introducing the concept of digital transformation. Digital transformation comprises not only the use of new technologies (e.g. advanced analytics, machine learning, artificial intelligence applications, the Internet of Things), but also the changes of the key business elements, including strategy, business model, business processes, organizational structures and organizational culture [1]. If managed successfully, it can lead to business process optimization and an overall better organizational performance. It also triggers industry disruption by the introduction of new business models and the development of digitized products and services [2].

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According to Sebastian et al. [3], the role of information technology (IT) in digital transformation is two-fold: (1) IT serves as an operational backbone that supports the key business activities/operations and (2) IT is used to develop a digital services platform that facilitates rapid development and implementation of digital innovations. Besides, digital transformation frequently involves transformations of organizational structures, management concepts and business strategies. Companies need to formulate a digital transformation strategy "that cut across other business strategies and enables the coordination, prioritization, implementation and governance of transformations owing to new technologies" [4].

In recent years, an increase of interest in finding a solution to implement digital transformation successfully is evidenced among both researchers and business experts. However, there is a lack of frameworks and guidelines for companies on how to navigate such radical changes [4], [5]. The goal of this paper is to give an overview of the literature regarding digital transformation and to analyze how it is used in practice in regard to: time component; country of case origin; case industry and; digital transformation focus.

The structure of the paper is as follows: after the introduction, the methodology used for the literature review is presented. Next, the obtained results are described in detail, followed by the paper analysis and discussion. Finally, a short conclusion with research limitations and suggestions for a future research is given.

II. METHODOLOGY AND IDENTIFICATION OF RELEVANT LITERATURE

In order to fulfill the objectives of this paper, a literature review approach is adopted. The first step of a literature review concerns collection of relevant literature. For this purpose, we scanned Web of Science (WoS) and Scopus databases. To be sure that the search does not exclude possible useful findings from various fields, we did not limit the search to a specific field or index. In addition, besides journal articles, we also included conference papers as recommended source for literature reviews in Information Systems (IS) field [6]. As we seek to collect insights into past findings regarding digital transformation in organizations that can provide useful practical insights, we opted for combination of keywords "digital transformation" and "case stud*" and aimed papers published in the last decade. The search strategy was therefore employed as follows:

- [for WoS database] TOPIC: ("digital transformation") AND TOPIC: ("case stud*") Refined by: DOCUMENT TYPES: (ARTICLE OR PROCEEDINGS PAPER) Timespan: 2009-2018. Indexes: SCI-EXPANDED, SSCI, A&HCI, CPCI-S, CPCI-SSH, BKCI-S, BKCI-

A Literature Review On Digital Transformation In The

Narmin Nahidi,Imtiaz Sifat,Abdollah Ah Mand

A Literature Review On Digital Transformation In The:

   Digital Transformation in Higher Education, Part A Miltiades D. Lytras,Andreea Claudia Șerban,Afnan Alkhaldi,Sawsan Malik,Tahani Aldosemani,2024-10-28 Digital Transformation in Higher Education is a pivotal reference through the transformative power of emerging technologies in academia Addressing the dual nature of technology as both a challenge and an opportunity this book presents a rich overview of strategies for integrating digital technology driven advancements   Digital Transformation in the Sports Apparel Industry. The Case of Nike, Inc. Lukas Johannes Markus Stangl,2021-06-24 Master s Thesis from the year 2020 in the subject Business economics Business Management Corporate Governance grade 95% language English abstract The global revenue of the sports apparel industry is larger than it has ever been before Digital transformation has been a driver for the industry leading to digital innovations within the industry This has led to the fall of market leaders while creating opportunities for new market entrants by capturing market share through leveraging new technologies The company Nike has been the market leader in the sports apparel industry for several decades and is known to be a forerunner in innovation The purpose of this research is to examine how digital transformation has affected Nike Inc and the sports apparel industry and how it will shape the future A secondary aim is to investigate how Nike s customers perceive these changes and to scrutinize their digital needs and expectations This research furthermore aims to conclude about the digital needs and expectations of Nike s customers and if they align with Nike s strategy The research used a triangulation of three methods and provides a holistic analysis to make recommendations to the management of Nike Primary research was conducted through a questionnaire based customer survey and expert interviews with the management and specialists at Nike Secondary research included reviewing frameworks for strategic analysis The analysis distinguishes digital natives i e aged 21 years or younger and digital immigrants i e aged above 21 years The results showed that these two groups differ in their sales channel preferences digital needs and expectations The secondary research was confirmed by the findings from the expert interviews and customer survey Overall Nike s digital transformation strategy appears to align with the needs and expectations of the company s customers   Entrepreneurship and Digital Transformation: Managing Disruptive Innovation in a Changing Environment Víctor Jesús García Morales,Aurora Garrido-Moreno,Nigel Lockett,Rodrigo Martín-Rojas,2022-02-02   **Digital Transformation and Business Performance** Narmin Nahidi,Imtiaz Sifat,Abdollah Ah Mand,2023 This systematic review examines the intricate relationship between digital transformation and the performance of firms and managers and the economic conduits through which these influences propagate Various analytical methods were utilized including a thematic evolution map that revealed digitalization as the focus of four themes A co occurrence network analysis CNA identified digital transformation and research as the most influential actors While research exploring the relationship between digital transformation and business performance is increasing critical research gaps require attention The study recommends investigating the efficacy of digital transformation

in small and medium sized enterprises comprehending the role of organizational culture in the success of digital transformation initiatives and verifying the impact of digital transformation on business resilience We underscore the importance of additional research on the impact of digital transformation on customer satisfaction employee engagement and other facets of business performance and the necessity for longitudinal studies to evaluate the sustained effects of digital transformation Addressing these gaps will enhance academic understanding of the nexus between digital transformation and business performance and facilitate the development of effective digital transformation strategies Literature Review and Research Directions for Digital Transformation Alan Salmero,2024-04-10 Research Paper undergraduate from the year 2023 in the subject Business economics Miscellaneous grade pass course PhD BA language English abstract The process of incorporating digital technology throughout various aspects of a business is commonly referred to as digital transformation This transformative endeavor fundamentally alters operational methods and enhances the delivery of value to customers It has a significant impact on and enhances the business models operational procedures and customer experience Moreover considering the comprehensive integration of digital transformation across various corporate domains it is expected that certain industries will have a greater potential for envisioning future scenarios compared to others Businesses seeking to transition to a digital environment aim to enhance their competitive advantage by offering services through virtual channels and effectively implementing operations management strategies The literature also indicates that the emergence of new digital technologies automation and artificial intelligence is enabling the rise of a new generation of intelligent organizations This topic warrants further investigation in future research endeavors Successful Digital Transformation in Finance. Customer-Centricity and Future Business Models Beyond Smart Technologies Houssem Gharbi,2024-01-24 Bachelor Thesis from the year 2023 in the subject Economics Finance grade 100 University of Applied Sciences Bern Bern university of applied sciences course Digital Business Management language English abstract The financial sector is undergoing a profound transformation driven by digitalization and technological advancements In this dynamic landscape financial institutions are reassessing their strategies to stay competitive The integration of smart technologies and the pursuit of customer centric business models are key elements in this transformative journey As technology reshapes traditional paradigms the financial industry experiences a seismic shift towards digital transformation Fintech s emergence and the importance of smart services redefine operations challenge business models and create avenues for innovation This literature review explores the theoretical framework of digital transformation dissecting definitions and explaining its impact on finance The review investigates future business models in finance emphasizing their digital aspects and the delicate balance between replication and innovation Shifting focus to customers it explores the evolving concept of customer centricity and the role of customers as co creators in business models Integration of customers with smart technology becomes a critical aspect examining technology acceptance and the role of empathic AI Methodologically the review outlines a systematic

approach including the identification of relevant research databases search keywords and meticulous study selection The results section uncovers gaps perspectives and recommendations in existing literature providing a foundation for discussion The discussion navigates barriers hindering customer acceptance of smart technology explores factors in implementing customer centric business models and delves into building trust in the digital era The paper concludes by outlining future research directions and offering practical insights for financial institutions In essence this review serves as a compass through the complex terrain of digital transformation in finance unraveling future business models customer centricity and the integration of smart technologies It contributes valuable insights to academics practitioners and decision makers in the financial industry **Big Data in Finance: Transforming the Financial Landscape** Bahaaeddin Alareeni,2025-07-12 This book uncovers the potential of machine learning artificial intelligence and advanced analytics to empower financial institutions to stay competitive in an ever evolving market In the age of digital transformation big data is revolutionizing the financial industry reshaping how businesses understand markets manage risks and make strategic decisions Big Data in Finance Transforming the Financial Landscape offers a comprehensive exploration of the cutting edge technologies and analytics driving this change making it an essential resource for professionals scholars business leaders and enthusiasts alike From enhancing operational efficiency to enabling more accurate forecasting this book delves deep into how data driven insights are transforming traditional financial models With practical insights real world applications and contributions from industry leaders this book provides a balanced perspective on both the opportunities and challenges of data driven finance It addresses key ethical considerations regulatory concerns and future trends offering readers a holistic understanding of the dynamic intersection of technology and finance Discover how big data is shaping the future of finance and gain the knowledge you need to harness its full potential Whether you re looking to innovate optimize or simply stay informed Big Data in Finance Transforming the Financial Landscape is your roadmap to success in the new era of digital finance

Start-up Cultures in Times of Global Crises Arie Hans Verkuil,2024-07-09 This open access volume analyses the challenges problems and solutions of startups in times of global crises It first provides an overview of the principles and fundamentals of successful entrepreneurship and startup development and talks about important resilience factors for meaningful entrepreneurship Then it analyses the findings and events that have come to light during the Covid 19 crisis and the Ukraine war The volume discusses examples of successful and unsuccessful entrepreneurship for startups and small businesses in various Asian countries and thereby also provides an international perspective Against these discussions the contributors talk about possible political framework conditions for successful entrepreneurship The volume overall provides experts in the fields of organizational studies well being and resilience research economic policy economic promotion and science with a useful resource that condenses and summarizes current economic crises financial crises and political crises from the perspective of entrepreneurship The findings produced here are the result of many years of international research

cooperation between the contributors and the editor *Computer Supported Qualitative Research* Jaime Ribeiro,Catarina Brandão,Mfanelo Ntsobi,Judita Kasperiuniene,António Pedro Costa,2024-10-01 This book aims to bring together researchers academics and professionals promoting the sharing and discussing knowledge new perspectives experiences and innovations in Qualitative Research This book includes selecting the articles accepted for presentation and discussion at WCQR2024 held January 23 to 25 2024 face to face and virtual conference WCQR2024 featured four main application fields Education Health Social Sciences and Engineering Technology and seven main subjects Rationale and Paradigms of Qualitative Research Systematization of Approaches with Qualitative Studies Qualitative and Mixed Methods Research Data Analysis Types Innovative Processes of Qualitative Data Analysis Qualitative Research in Web Context Qualitative Analysis with Software Support The book is valuable for everyone interested in qualitative research emphasizing Computer Assisted Qualitative Data Analysis Software CAQDAS **Digital Diversity Research in Information Systems (IS). A Systematic Literature Review** Christian Dordel,2024-12-04 Master s Thesis from the year 2024 in the subject Computer Science Commercial Information Technology grade 1 3 University of Hagen Lehrstuhl f r Betriebswirtschaftslehre insb Gestaltung soziotechnischer Informationssysteme course Abschlussarbeit language English abstract This academic study employs a systematic literature review to examine the current state of research on digital diversity within the field of Information Systems IS The term digital diversity refers to the heterogeneity of user groups with respect to their demographic characteristics and the varied utilization of digital technologies The objective of this analysis is to provide a comprehensive overview of existing research identify research gaps and outline future directions for investigation To achieve this relevant studies were systematically searched for and evaluated in the eight leading IS journals The analysis encompassed the dimensions of age disability ethnicity gender religion and sexual orientation resulting in the identification of 210 relevant publications Research on diversity in IS has evolved significantly over time with a marked increase in publications after 2005 indicating growing academic interest The findings reveal an uneven distribution of attention devoted to the individual dimensions Ethnicity and gender are the most frequently studied topics while religion and sexual orientation are significantly underrepresented In addition to examining individual diversity dimensions intersectional approaches that analyze the overlap of multiple dimensions were also considered The study concludes with a critical discussion of the results and provides suggestions for future research to better understand digital diversity in its entirety and to further establish it within IS This systematic literature review makes a significant contribution by deepening the understanding of digital diversity filling existing research gaps and providing impetus for the inclusive design of digital technologies and their use Handbook of Research on Digital Transformation Management and Tools Pettinger, Richard,Gupta, Brij B.,Roja, Alexandru,Cozmiuc, Diana,2022-06-30 Advances in digital technologies continue to impact all areas of life including the business sector Digital transformation is ascertained to usher in the digitalized economy and involves new concepts and management tools that must

be considered in the context of management science and practice For business leaders to ensure their companies remain competitive and relevant it is essential for them to utilize these innovative technologies and strategies The Handbook of Research on Digital Transformation Management and Tools highlights new digital concepts within management such as digitalization and digital disruption and addresses the paradigm shift in management science incurred by the digital transformation towards the digitalized economy Covering a range of important topics such as cultural economy online consumer behavior sustainability and social media this major reference work is crucial for managers business owners researchers scholars academicians practitioners instructors and students **Archetypes of a Digital Leader. Development of a Competency Requirements Profile** Jan Hellmann,2022-07-28 Master s Thesis from the year 2021 in the subject Business economics Business Management Corporate Governance grade 1 0 University of Frankfurt Main language English abstract This paper is about archetypes of a Digital Leader and takes a closer look at the development of a competency requirements profile based on a qualitative literature analysis This thesis aims to develop a valid model of different archetypes of the DL and to provide those various archetypes with individual competencies The archetypes match the respective challenges for corporations in their digitalization and transformation process In order to develop such archetypes and the associated competency requirements the following research questions will be answered throughout the thesis to define the boundaries of the case 1 How can various leadership approaches as well as existing archetype and competency approaches be combined to create a new competency requirement profile of a Digital Leader 2 What different archetypes of a Digital Leader emerge in terms of their competencies in the course of the Digitalization and Digital Transformation In an environment characterized by transformation in which long term planning and reliable predictions are becoming increasingly impossible competent leaders are becoming indispensable and even vital for organizations Organizations must identify leaders who possess a comprehensive set of competencies for the emerging requirements To address this issue the outline of the thesis is as follows section 2 introduces a comprehensive overview of the related literature and the definitional boundaries as well as existing approaches are provided In section 3 the utilized research methodology is covered This is followed in section 4 by the presentation of the elaborated model and the results from the interviews will be connected to the research questions In section 5 the work and the model are discussed and assessed in terms of potential limitations Finally a conclusion and outlook for further research requirements regarding the topic is provided in section 6 **Quarterly Literature Review of the Remote Sensing of Natural Resources** ,1978 *The Challenges of Managing Arts Councils in the 21st Century. A Case Study of Oyo State Council for Arts and Culture* Ifeoluwa Faith Olaobaju,Gbenga Emmanuel Adeboye,2024-11-19 Research Paper undergraduate from the year 2024 in the subject Art Arts Management Obafemi Awolowo University Dramatic Arts language English abstract The study focuses primarily on the management challenges facing cultural institutions Hence Oyo state council for Art and Culture was adopted as the area of

case study The study specifically examined the management structure the trend of management practices in Oyo state Council for Art and Culture factors militating against the smooth running of the cultural centre and the level of government contribution to the development of the cultural centre The study employed descriptive method of research design Most of the information needed for this research was derived from Secondary and Primary data Secondary data which comprises of information from academic journals articles books and information extracted from primary data in form of interview which was conducted for workers and officials of the Oyo State Council for Art and Culture The findings of the research study were that the Oyo state council for Art and Culture management is being faced with a lot of challenges which is hindering its effective and efficient discharge of duty These challenges include lack of adequate government contribution to its development of the cultural centre lack of adequate facilities to implement its policies lack of adequate funds lack of proper monitoring of the centre by the government and the delegated agencies on the activities of the cultural centre There was also bureaucracy and redtapism The study also revealed that the future projection of the Cultural and Art council is to be in tandem with the global standard practice in cultural and art activities and to be able to showcase African culture to the world The council also intend to put Nigeria on the world map as one of the countries with rich culture and tradition There is also the projection to be well grounded in the use of the technology in promoting and actualizing its mandate   Multisided Platforms. A Managerial View on Implementation, Challenges and Obstacles Tom Scheffler,2023-03-10 Seminar paper from the year 2022 in the subject Business economics Business Management Corporate Governance grade 1 7 University Witten Herdecke language English abstract The purpose of this paper is to capture and highlight the arising opportunities that are embedded in the topic of MSPs and deliver the results in an accessible way for managers To further establish a basic managerial guide on how to approach the possible implementation of a MSP into an own organization or as an independent start up an introduction to the fundamental mechanics of platforms is given The guide holds a major focus on the challenges that are inherent to the technology concept and structure of MSPs to raise the awareness of managers early on and give a balanced overview of the topic at hand This term paper is written for the seminar Digital Transformation in Organizations and is therefore limited to a theoretical nature in form of a literature review and will not engage in any form of empirical study Regarding the above mentioned successful and failed platform businesses the guiding question can be derived What are the strategic challenges managers need to consider when they want to launch their own successful MSP Relating to the considerable effort that is linked to these strategic challenges each chapter will give a short overview of what managers should focus on when they want to tackle this specific problem The topic of digital transformation attracts more and more businesses mostly because they want to ensure their viability in now rapidly changing environments Others seek to gain an edge over their competitors by utilizing new technologies and structures Multi sided platforms fulfill both criteria and their ever growing success in the recent decade led to many all out hunts for the next big platform With seven out of ten of the

most valuable businesses worldwide utilizing multi sided platforms many strategically acting managers seek to better understand the topic before trying to implement it as any successful multi sided platform is accompanied by numerous failures This paper contributes by uniting fundamental knowledge and new findings to create an easy to read handbook about the most essential features of multi sided platforms In the main part the challenges that are inherent to the platform technology are analyzed A focus lays on creating condensed guidelines that managers should consider when facing specific problems **Global Virtual Teams. How the Usage of New Information and Communication Technologies can Enhance Trust in Global Virtual Teams** Anna Faßhold,2018-10-30 Seminar paper from the year 2018 in the subject Leadership and Human Resources Miscellaneous grade 1 3 Fresenius University of Applied Sciences Hamburg language English abstract Globalization flexibilization decentralization and networking are all buzzwords that change our workplaces into work 4 0 Deloitte s recent Global Human Capital Trends Surveys from 2016 and 2018 describe the trends of self organized networks and hyper connected workplaces as well as digital HR and recommends that organizations have to redesign their work environment with HR as creator to facilitate collaboration across company boundaries Global virtual teams hereafter GVTs are one way to respond to those trends and stay competitive Several surveys indicate how ubiquitous global virtual teamwork is A survey from 2016 included 1 372 respondents from 80 countries 85% of those indicated that they already worked in GVTs To be successful these teams depend on diverse factors as can be seen in figure 1 not included in this text One of the main difference between GVTs and co located teams is the interaction through information and communication technologies hereafter ICTs The most important success factor yet bigg est challenge for those teams is to develop mutual trust This paper will connect both success factors to find out how trust can be built through the appropriate usage of cutting edge ICTs How to build trust is one of the most researched topics in the GVT literature In addition scholars already included trust formation through communication in their research However they have not broadened their research to emerging ICTs like Web 2 0 or virtual rooms yet Scholars annotate critically that even though those technologies are already used in practice research appears not to be keeping up with practice Regarding 3D virtual environments like virtual rooms only five articles were found by Gilson et al and the content was rather generic Additionally social networks which are broadly used in practice have yet not been focused within the scientific literature The scholars recommend to addressing these topics in future research Therefore this paper starts to fill this scientific gap by developing assumptions regarding the formation of trust through new ICTs within GVTs based on theoretical background The results can be used for further research that verifies these assumptions practically through experiments Which Factors Influence the Development of a Companies' Digital Business Strategy for a Successful Digital Transformation? A Systematic Literature Review ,2022-09-29 Seminar paper from the year 2022 in the subject Business economics Business Management Corporate Governance grade 1 3 Johannes Gutenberg University Mainz language English abstract New technologies and a permanently changing environment

constantly confront companies with the challenge of adapting to new customer needs disruptive innovation and new competitors to survive on the market in the long term For this purpose the literature proposes the use of a digital business strategy DBS as an independent business strategy for the digital age uniting IT strategy and business level strategy which have been considered separately until the advent of DBS By using the method of a systematic literature review this paper has analyzed 33 relevant publications and identified critical internal and external factors to be considered in the process of development of a company s DBS to ensure a successful digital transformation of the company Furthermore the findings were embedded in a conceptual model In doing so this paper contributes to the further development of previous research on the digital transformation of companies and places the development of DBS in its context *International Journal of Engineering Research in Africa Vol. 45* Akii Okonigbon Akaehomen Ibhadode,2019-11-18 We present to our readers the 45th volume of International Journal of Engineering Research in Africa This volume contains articles reflecting the research results in the fields of materials science applied mechanics and mechanical engineering ergonomics and optimization of technological parameters power distribution and power efficiency control faults diagnosis and industrial engineering The articles will be useful for many engineers as well as for academic teachers and students majoring in these fields of engineering science *Digital Technologies and Transformation in Business, Industry and Organizations* Ruben Pereira,Isaias Bianchi,Alvaro Rocha,2025-02-01 This book covers research methods such as Systematic Literature Review SLR or Multifocal Literature Review MLR case studies experiments surveys and Design Science Research using quantitative and qualitative approaches This proposal is the third volume of the already edited and published book Digital Technologies and Transformation in Business Industry and Organizations Given the nature of this book proposal linked with some Masters and the faster pace of digital technologies evolution the new version will have an entire new content with new cases and insights regarding the development and implementation of the most interesting digital technologies Digital transformation marks a rethinking of how an organization uses technology people and processes in pursuit of new business models and new revenue streams driven by changes in customer expectations around products and services For many enterprises that build traditional goods this means building digital products such as a mobile application or an e commerce platform To do so they must use and integrate digital technologies The pace of change is increasing Organizations need to adapt or risk disappearing under innovators entrance in the market With new digital technologies growing in an exponential rate in the last few decades organizations are facing even more complex contexts Managers are now pressed to take efficient decisions This book provides a reference manual to assist professionals and academics on further insights regarding the impact of digital technologies in business how to implement digital technologies solutions for specific digital technologies barriers and much more **Gender Gap in Blockchain Systems** Amanda Van Annan,2025-10-14 Master s Thesis from the year 2024 in the subject Computer Science Internet New Technologies grade 1 5 course MBA language English abstract Blockchain

focuses on using digital systems to execute and record online transactions that can only be perceived or considered as the building blocks developed from digital algorithms and secured through cryptography This technology system is one of the key strategic technology trends used in various organizations or public sectors to record transactions The problem at hand is the gender gap within the blockchain industry where African American women are underrepresented and face various challenges in their pursuit of opportunities and advancement Despite the increasing interest in blockchain technology the participation of women in the industry remains significantly lower compared to their male counterparts This gender disparity not only limits the diversity of talent and ideas within the industry but also hinders the industry s overall growth innovation and potential for positive social impact Existing studies on gender gaps in technology fields while valuable often provide a limited understanding of the specific dynamics and challenges within the blockchain industry There is a need for focused research that examines the gender gap in blockchain systems and investigates the unique factors that contribute to women s underrepresentation This study aims to fill this gap by investigating the gender gap in blockchain systems focusing on African American women s perspectives and their involvement in blockchain technology By addressing this research gap we can gain insights into the barriers African American women face in the industry and identify strategies to foster a more inclusive and equitable blockchain ecosystem The general research question is What are the potential factors that lead to the gender gap in blockchain systems among African American women in the US who are influencers in the blockchain space The sub research questions are How does race influence gender inequality in blockchain technology change among African American women in the US How do trust and transparency influence the leadership position of African American women in the blockchain system What are the key strategies or success factors to promote future gendered leadership in blockchain systems

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