

Organizational Competitiveness and Digital Governance Challenges

Siddhartha Paul Tiwari¹

¹Google Asia Pacific, Mapletree Business City II

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Abstract

As a result of international competition and a globalized environment, companies today face the remarkable challenge of how to achieve and maintain their competitive advantage in a highly competitive environment in which international competitors play a significant role. The goal of digital governance has always been to make people's lives easier and improve customer satisfaction. In response to the recovery in markets, organizations around the world are now playing a different role. There is no doubt that companies are making considerable efforts to boost the factors which make them more competitive, including adoption of the principles of digital governance and automation. The role of digital governance is currently more of a facilitation than a regulation. Leaders and executives understand the importance of digital strategy and governance for competitive advantage. This paper examines the challenges and competitiveness that can be gained by digital governance on the world's business strategy using numerous real-world examples and anecdotes. This paper examines the challenges and competitiveness that can be gained by digital governance on the world's business strategy using numerous real-world examples and anecdotes. It is true that digitization has been around for some time, but there is still a long way to go to fully realize its potential. The aim of this paper is to explain how concrete elements of digital governance can affect the competitiveness of companies. Thus, digital governance was a key element in the successful recovery of the markets after the Covid era, despite the fact that it's been around for so long. In order for a company to be successful in international markets and maintain its quality, its productivity performance compared to its competitor's digital governance plays a very important role.

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