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CHANGE MANAGEMENT CHALLENGES IN DIGITAL TRANSFORMATION

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ABSTRACT

In this thematic paper, the challenges in the new operation or the organizational change after the digital transformation have been clarified through the study of the insights from business users and consultants who have real-life experiences in system implementation projects. Additionally, the change management strategies, management style, user readiness, and resistance to change have also been identified regarding both leaders' and followers' perceptions. The information is collected from 10 interviewees of five business users and five consultants who have been through the change process after the transformation, specifically in Thailand, by using qualitative research. In conclusion, challenges in new system adoption and organizational cultural challenges create resistance to change. Nevertheless, the readiness for change can also occur from self-motivation for change and the awareness of the need for change. The detailed insight and analysis are included in this research. Therefore, the recommendations from this study will be able to support the organization that is currently implementing the digital transformation so that the leaders in the organization can overcome the challenges and barriers when the change occurs.

KEY WORDS: CHANGE MANAGEMENT/ RESISTANCE TO CHANGE/ DIGITAL TRANSFORMATION