

Development of a methodology for determining the digital maturity of a company

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Abstract

Purpose of the article The purpose of the research is to develop a methodology that can be used to determine the level of development of a company's digital maturity.

Methodology / Methods The study analyzes the literature on the importance of digitization, digital maturity of the company, and maintaining the value of the company within the business model (BM). In order to develop a methodology for determining the digital maturity of companies, in the first step, a qualitative analysis of the scientific literature has been performed in order to theoretically strengthen the definitions related to the research and to select the research methods. In the second step, various approaches to assessing digital maturity were analyzed and summarized by studying globally developed tools with criteria and indices to determine the level of digital development. In the end, based on the information obtained as a result of the analysis and on the authors' experience, a digital maturity evaluation questionnaire with results evaluation criteria has been created.

Scientific aim Based on the methodology developed in the study, a questionnaire has been developed to determine the digital maturity of companies, making it possible to conduct a survey of small and medium companies in various sectors and determine the level of digital maturity of each of them. The data obtained from the survey can serve as an informative base for further research to reveal common trends in the impact of digital maturity on the sustainable development of enterprises.

Findings Analyzing different approaches to how to assess a company's digital maturity, a methodology has been developed based on an open combination of key business indicators, grouped and interpreted using elements of universal BM.

Conclusions The developed methodology covers a wide range of criteria characterizing digital maturity, which are concentrated and sequentially grouped using BM logic. The developed methodology can serve as a guide for conducting company surveys, in cases when it is necessary to objectively assess the level of digital maturity of companies. The methodology has both practical and theoretical significance: It can be used in individual company assessments to provide recommendations for BM digital transformations, as well as for surveys of different groups of companies in research projects to identify common sectoral or other group digitization trends and develop guidelines for SMEs. sustainable growth of businesses in the digital age.

Keywords: Digital maturity, Business models, Digital transformation, Disruptive innovation, Profitable business model, KPI

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