

The determinants and effects of implementing a digital business strategy

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Propositions
Belonging to the dissertation

**The Determinants and Effects of Implementing a Digital Business
Strategy**

by Marc de Baat Doelman

1. As digitalization impacts organizations in all industries, developing dynamic capabilities, setting adequate expectations, and coordinating suitable implementation efforts will lead to competitive advantage. (This dissertation)
2. Although a higher implementation level of digital business strategy does not significantly impact performance, ignoring digital developments will certainly not lead to a competitive advantage in the long run either. (Chapter 2)
3. Organizations must pay attention to the appropriate implementation of their digital business strategy, since a poorly implemented strategy will merely remain an elusive vision or aspiration of future potential. (Chapter 3)
4. While people have a preference for honesty, to increase the value of the information received, it is important for organizations to closely monitor the reporting processes currently in place. (Chapter 4)
5. Managers, employees, and politicians must realize that our tools and thinking, which largely still stems from the industrial age, are not applicable to the digital age due to the exponential growth in areas like data generation or processing capacity.
6. As digitalization puts traditional business models under pressure, rethinking organizations' boundaries will become a key strategic choice.
7. Not data is the new oil, but the knowledge we generate from the infinite amount of data.
8. For digitalization to have a positive impact on society, researchers and practitioners have to carefully consider its implementation to overcome the perceived threats and benefit from the promised opportunities.
9. The idea is to go from numbers to information to understanding. – Hans Rosling
10. Digitalization is like high school sex: everyone talks about it, few are doing it and nobody does it right. – Jens Monsees