



Short Communication

Global Business Digital Transformation and Its Impact on International Competitiveness

Marinova Koleva

Department of Digital Strategy, Sofia Institute of Global Management, Bulgaria

E-mail: marinova.sigmbg@protonmail.com

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Abstract

Global business digital transformation refers to the integration of digital technologies into international business operations, strategies, and decision-making processes. This study examines how digital transformation reshapes global competitiveness by enhancing efficiency, innovation, and market responsiveness. It explores key digital technologies such as artificial intelligence, big data analytics, cloud computing, and digital platforms. The paper highlights challenges related to digital infrastructure gaps, cybersecurity risks, and organizational resistance. It also discusses the strategic role of leadership and digital capability development. By integrating digital transformation theory with international business perspectives, this study emphasizes that effective digital transformation enables firms to adapt to dynamic global markets and achieve sustainable competitive advantage.

Keywords: Global Business Digital Transformation, Digital Strategy, International Competitiveness, Big Data Analytics, Digital Innovation, Global Markets.

INTRODUCTION

Global business digital transformation has become a critical driver of competitiveness in international markets. Rapid technological advancements have fundamentally altered how firms operate, communicate, and deliver value across borders. Digital transformation enables firms to optimize processes, enhance customer engagement, and respond quickly to global market changes. Technology-driven transformation supports international scalability. Digital platforms play a central role in connecting firms with global customers, suppliers, and partners (Ekman et al., 2020). Platform-based business models enable cross-border collaboration and market access. Firms leveraging digital platforms achieve greater flexibility and speed. Platform ecosystems enhance global integration.

Big data analytics supports informed decision-making in global business environments. Firms analyze large volumes of international market data to identify trends and opportunities. Data-driven strategies improve forecasting and risk assessment. Analytics enhance strategic accuracy. Artificial intelligence contributes to automation and innovation in global operations. AI applications improve supply chain management, customer service, and marketing personalization. Automation increases efficiency and reduces operational costs. AI adoption strengthens competitiveness.

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Cloud computing enables firms to manage international operations efficiently. Cloud-based systems support real-time collaboration and scalability. Digital infrastructure enhances operational resilience. Cloud solutions reduce geographic barriers. Cybersecurity has become a major concern in global digital transformation. Cross-border data flows increase exposure to cyber risks. Firms must implement robust security frameworks. Cyber resilience supports digital trust (Meyer et al., 2023).

Organizational culture influences the success of digital transformation initiatives. Resistance to change can hinder adoption. Leadership commitment and employee engagement support transformation. Culture shapes digital readiness. Digital skills and talent development are essential for global transformation. Firms invest in training and capability building. Skilled workforce supports innovation. Talent development enhances sustainability (Wysokińska, 2021).

Regulatory environments affect digital transformation strategies. Data protection laws and digital regulations vary across countries. Compliance supports legitimacy. Regulatory alignment enhances digital operations. The acceleration of global business digital transformation has been further intensified by increasing market volatility and global disruptions. Firms operating across borders face pressure to improve speed, transparency, and coordination. Digital technologies enable real-time monitoring of international operations and facilitate faster strategic responses. This transformation strengthens global operational integration and responsiveness (Pereira et al, 2022).

Digital transformation reshapes global value chains by improving coordination among geographically dispersed units. Technologies such as enterprise resource planning systems and digital dashboards allow firms to integrate procurement, production, and distribution activities. Enhanced visibility across value chains reduces inefficiencies and operational risk. Digital integration supports global efficiency. Customer experience management has become a central outcome of global digital transformation. International firms increasingly rely on digital channels to engage customers across markets (Christensen, 2016). Personalized digital interactions enhance customer satisfaction and brand loyalty. Digital customer engagement strengthens competitive positioning.

CONCLUSION

Global business digital transformation significantly influences international competitiveness. This study highlights that technology adoption, leadership support, and digital capability development enable firms to thrive in global markets. Firms that strategically manage digital transformation achieve sustainable international success.

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