Research on the Path and Mechanism of Improving Enterprise Organizational Agility Under the Background of Digital Transformation

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Abstract

In the context of digital transformation, enterprises improve organizational agility through three measures. First, optimize the organizational structure. Second, flexibly adjust business processes. Finally, promote technology empowerment. These measures enable enterprises to respond quickly to market changes and technological upgrades. Enterprises use information management platforms to achieve two goals. One is to build a flexible and agile team. The second is to establish a flat organizational framework. These changes significantly improve communication efficiency. At the same time, it also speeds up decision-making. Enterprises apply three key technologies to improve operational efficiency. Big data analysis provides decision support. Artificial intelligence optimizes business processes. Automation technology improves production efficiency. These technologies help optimize business processes. At the same time, flexible resource allocation is achieved. Enterprises need to establish two important mechanisms. Dynamic feedback mechanism ensures timely adjustment. Incentive procedures stimulate employee potential. These measures strengthen organizational adaptability. At the same time, improve employee innovation ability. Ultimately, achieve continuous improvement in management effectiveness. Case studies show that building a new organizational structure is crucial. Flexible structure enhances resilience. Agile system improves response speed. Intelligent design optimizes operational efficiency. Such an organizational structure helps enterprises maintain competitive advantage. Especially in a rapidly changing market environment.

Keywords

Digital Transformation, Organizational Agility, Technology Empowerment, Dynamic Feedback Mechanism, Flat Structure

1. Introduction

Driven by the wave of digitalization, enterprise organizations face two major challenges. First, the market environment is changing rapidly. Second, the complexity of technology is increasing. Traditional management models are difficult to meet new requirements. Improving organizational agility has become a key competitive means. Enterprises can enhance their competitiveness through three ways [1,2]. First, flexibly set up organizational structure. Second, promote technological empowerment. Third, implement management innovation. These measures bring two major advantages. First, speed up decision-making. Second, improve execution capabilities. It is of great significance to study organizational agility under digital transformation. This research can help enterprises build a future-oriented development model. Provide solid support for the sustainable development of enterprises [1,2].

1.1 The Connotation and Characteristics of Digital Transformation

Digital transformation is an all-round transformation process of enterprises. It is driven by information technology. It involves four important areas: management model, business process, organizational structure and corporate culture. Digital transformation requires the application of multiple emerging technologies. Including big data analysis, artificial intelligence, cloud computing and the Internet of Things. These technologies promote the transformation of enterprise operations. From traditional models to digital and intelligent directions [3]. Digital transformation includes changes at three levels. It is not only the upgrade of technical tools. It is also the reshaping of strategic thinking. It also includes changes in business models and management methods. The ultimate goal is to enhance the competitiveness and adaptability of enterprises.

Digital transformation has three significant characteristics: the first is the ability to respond quickly. Digital technology helps enterprises grasp market dynamics in real time. Accurate decision-making is achieved through data analysis. Significantly improve response speed. The second is the ability to change flexibly. Digital platforms and automation systems play a key role. They support flexible adjustment of management processes [4]. Reduce the difficulty of coping with market fluctuations. The third is data-driven decision-making. Enterprises establish a sound data management system. Obtain multi-dimensional business data. Obtain deep insights through analytical tools. Ensure the scientificity and foresight of decision-making.

1.2 The Connotation and Characteristics of Enterprise Organizational Agility

Organizational agility is an important ability of enterprises. It is reflected in responding to rapidly changing market environments. It can flexibly adjust three aspects: organizational structure, business processes and management methods. Agility contains two levels of meaning. It is not only a reflection of reaction speed. It is also a display of comprehensive capabilities. It involves multiple dimensions such as strategy, execution and organizational management.

Organizational agility has four typical characteristics: the first is the flexibility feature. Enterprises can quickly adjust according to market demand. Including management strategies and organizational structures. The second is the ability to respond quickly. Through digital technology and intelligent tools, enterprises can obtain market information in a timely manner and make decisions and adjustments quickly. The third is the autonomous feature. Agile organizations focus on decentralization [5]. Encourage grassroots employees to make independent decisions and quickly solve problems within the scope of authorization. Finally, the ability to collaborate. With the help of information management platforms, cross-departmental information sharing can be achieved. Business collaboration can be promoted. Organizational synergy can be formed to cope with changes.

1.3 The Role of Digital Transformation in Promoting Organizational Agility

Information management improves decision-making efficiency. The digital management platform plays a key role. It collects three types of important data in real time: market data, operational data, and customer feedback data. These data bring two major benefits. Provide managers with a basis for decision-making [6]. Solve the problem of information lag in traditional models. Ultimately, management efficiency is improved. Big data analysis provides predictive capabilities. Enterprises can predict market trends and identify potential risks. Flexible adjustments are made accordingly. Technical tools optimize business processes. Digital transformation introduces two key technologies: automation technology and intelligent technology. For example, robotic process automation technology. These technologies bring three improvements. Simplify complex business processes. Reduce human intervention links. Improve operational efficiency and management flexibility. Artificial intelligence technology achieves dynamic optimization. Play a role in complex business scenarios. Continuously improve organizational responsiveness. Digital culture promotes mindset transformation. Digital transformation is not only a technological innovation. It is also a change in management philosophy and corporate culture. Cultivating digital culture produces two effects. It guides managers to establish innovative thinking. It helps employees develop an open mindset. Ultimately, it promotes technological change and management innovation.

2. Paths to Improve the Agility of Enterprise Organizations under the Background of Digital Transformation

2.1 Path 1: Flattening and Flexibility of Organizational Structure

Digital transformation brings new management needs. The traditional hierarchical management model faces challenges. The rapidly changing market requires a more agile organizational structure. Enterprises need to optimize the existing organizational structure. Focus on two directions: flattening and flexibility. Reducing management levels can bring three benefits. First, it speeds up the flow of information. Second, it shortens the decision-making process. Third, it reduces communication costs. Agile teams are an important way to achieve this. This type of team has three characteristics: small scale, multi-skilled members, and strong cross-functional collaboration capabilities. The team has greater autonomy in decision-making. The division of labor can be flexibly adjusted in the project. The OKR management model is worth introducing. It emphasizes two key points: clear goals and measurable results. Through staged goal management. Stimulate team autonomy and enthusiasm. Ultimately achieve flexible management and results orientation.

2.2 Path 2: Digital Technology Empowers Business Process Optimization

Digital transformation requires not only structural adjustments. It also requires technology-driven process optimization. RPA technology can play an important role. RPA technology brings four advantages: automating repetitive work, improving efficiency, reducing errors, and improving data accuracy. It has significant effects in finance, administration, HR and other fields.

Big data technology is also critical. Enterprises need to build a data middle platform. Integrate internal and external data resources. Achieve three goals through analysis: discover market changes, gain insight into customer needs, and support real-time decision-making. Data monitoring and predictive analysis are important. Help enterprises stay ahead in changes. Ultimately improve business flexibility and market responsiveness.

2.3 Path 3: Digital Culture Shaping and Employee Capacity Improvement

Organizational agility requires cultural support. Digital culture emphasizes four elements: openness, innovation, collaboration, and rapid response. Cultivating digital culture requires a two-pronged approach. Managers should establish digital thinking. Employees should develop a sense of self-management. Encourage all employees to use digital tools. Inspire innovative thinking and practice. The training system needs to be continuously improved. Basic information operation is the starting point. It also includes three advanced contents: big data analysis, use of AI tools, and innovative management methods. The learning mechanism should focus on two points: stimulating autonomous learning and promoting knowledge sharing. The online platform is an important carrier. The goal is to create a

continuous learning atmosphere.

2.4 Path 4: Establishment of Agile Performance Management Mechanism

Traditional performance appraisal has limitations. The main problem is that the response is delayed. It is difficult to adapt to rapidly changing needs. Agile performance management requires three changes: flexible adjustment of indicators, dynamic setting of cycles, and strengthening of process management. Project-based appraisal is an effective way. Three points should be paid attention to in specific implementation: task modularization, real-time monitoring, and rapid response. The evaluation should balance the process and results. It should focus on both the final results and the ability to respond. Flexible appraisal brings two benefits: building a dynamic incentive system and improving employee initiative. Ultimately, it enhances organizational creativity and adaptability.

3. Research on the Mechanism of Improving the Agility of Enterprise Organizations

3.1 Mechanism 1: Collaboration Mechanism

Digital transformation requires enterprises to establish an efficient collaboration mechanism. Modern enterprise business processes are becoming increasingly complex. Poor information flow between departments has become a major obstacle. It is crucial to establish an information sharing mechanism. Enterprises need to break the phenomenon of information islands. A unified information management platform is an effective solution. The platform integrates data from multiple departments: production, marketing, finance, human resources, etc. Realize real-time data sharing and interaction. Cross-departmental working groups are the core of the collaboration mechanism. This horizontal communication model has unique advantages. Cross-functional teams can respond quickly to specific tasks. For example, product development teams can integrate talents from multiple parties such as technology and marketing. This mechanism brings three benefits: flexible allocation of resources, shortened project cycles, and improved response capabilities.

3.2 Mechanism 2: Feedback Mechanism

An efficient feedback mechanism is the guarantee of agility. It can quickly identify problems and promote improvements. The feedback mechanism has dual functions: providing business information to managers and creating channels for employees to express themselves. The real-time control system is a key tool. It can track three dimensions throughout the process: business operations, market trends, and employee performance. The system can detect abnormal situations in a timely manner. Managers can quickly adjust strategies and resource allocation. Data visualization dashboards intuitively display KPIs. Help managers quickly identify business deviations. Facilitate timely corrective measures. Two-way communication mechanism breaks the traditional model. Change the limitations of one-way instruction transmission. It is achieved through three channels: online platforms, internal social networks, and regular feedback meetings. This mechanism motivates employees. At the same time, it provides front-line information to management.

3.3 Mechanism 3: Incentive Mechanism

Innovation-oriented incentive system is important. The rapidly changing market environment requires employees to have two characteristics: initiative and innovation. The design of incentive mechanism needs to focus on flexibility. The innovation reward policy has significant effects. Set rewards according to the innovation level and response speed of the project. Including special bonuses and honorary titles. The "Agile Pioneer" program is a typical case. Reward teams that complete tasks quickly. This model guides employees to focus on efficiency. Diversified incentives meet different needs. Material rewards and spiritual rewards are equally important. Spiritual incentives include three ways: public praise, promotion opportunities, and skills training. Long-term incentives are also important. Such as equity incentives and employee stock ownership plans.

3.4 Mechanism 4: Risk Control Mechanism

Risk control ensures agility improvement. Digital transformation brings three types of risks: data security, technical risks, and market fluctuations. A rapid response mechanism needs to be established. Real-time monitoring systems play an early warning role. For example, the application of the Internet of Things in supply chain management. Problems such as transportation delays can be discovered in a timely manner. Enterprises need to formulate emergency plans. Clarify the processing process and division of responsibilities. Dynamically adjust strategies to respond to market changes. Maintaining strategic flexibility is critical. Project management adopts two methods: rolling planning and agile development. Business layout focuses on diversification. Reduce single market risks.

4. Typical Case Analysis

4.1 Case 1: Alibaba - Digital-driven Organizational Agility Improvement

Alibaba is a leading company in China's Internet industry. In the early stages of digital transformation, the company explored effective ways to improve organizational agility. Its core strategy is to achieve agility improvement through organizational change.

Alibaba has taken two key measures: the first is the business unit reform. The company split the huge organizational

structure. It has formed multiple independently operated business units. Including well-known business segments such as Taobao, Tmall, Alibaba Cloud, and Cainiao. This architecture brings three significant advantages: enhancing the independent decision-making power of each business segment; improving the flexibility to respond to market changes; enabling each business unit to respond to market competition independently

The second is the platform management strategy. Alibaba has built a unified data-driven platform. The platform integrates data from multiple business areas. Including important sectors such as e-commerce, finance, and logistics. The data middle platform strategy produces three major benefits: improving the efficiency of internal and external data flow; achieving deep integration of business data; and supporting decision-making based on real-time data. Through this digital management model, Alibaba has achieved two goals: intelligent management and operational flexibility. Ultimately, it promotes the agility of the entire organization in the digital age.

4.2 Case 2: Haier Group - Agility Improvement of Rendanheyi Model

Haier Group is a model of digital transformation of traditional manufacturing enterprises. Its innovative "Rendanheyi" model has significantly improved organizational agility. The core concept of this model is to closely combine employee needs with user needs.

Haier has carried out a thorough organizational transformation: First, break the traditional bureaucratic structure. Reorganize large departments into small and micro autonomous business entities. Each business unit has three characteristics: independently conduct business in the market, have independent management rights, and can quickly respond to user needs. This model brings four significant results: improve market response speed, enhance product and service innovation capabilities, improve user satisfaction, and break through hierarchical management restrictions. In terms of technical support, Haier focuses on building an Internet of Things platform. It has built a "Haier Cloud" system. The system achieves deep integration of three types of data: user data, production data, and management data. The Internet of Things platform plays a dual role: on the one hand, it promotes data sharing among small and micro units. On the other hand, it supports personalized product development. Through platform empowerment, Haier has achieved two goals: organizational collaborative optimization and operational efficiency improvement.

5. Conclusion

In the context of digital transformation, it is crucial to improve organizational agility. This is a key measure to enhance corporate competitiveness. Enterprises can achieve this goal through four main ways: First, promote the flattening of organizational structure. Simplify management levels and speed up decision-making. Second, use digital technology to empower business processes. Improve operational efficiency and responsiveness. Third, build a digital culture. Cultivate innovative thinking and collaborative spirit. Fourth, implement flexible performance management. Establish a dynamic evaluation and incentive mechanism. These four measures complement each other. Together, they help companies respond quickly to market changes. Ultimately, they achieve continuous improvement in management efficiency. The four supporting mechanisms are indispensable: the coordination mechanism promotes cross-departmental cooperation. The feedback mechanism ensures timely adjustments. The incentive mechanism stimulates innovation vitality. The risk control mechanism ensures steady development. These mechanisms work together. A complete system for responding to market challenges is built. Typical cases provide important inspiration. The experience of Alibaba and Haier shows that building an agile organization requires a dual-wheel drive. It is necessary to strengthen technical support. It is also necessary to promote management changes and cultural transformation. The future development direction is clear: companies must continue to optimize agile mechanisms. Focus on improving two core capabilities: resilience in a digital environment. And the internal motivation for continuous innovation. Only in this way can we maintain our leading edge in the competition.

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