



UNSW
SYDNEY



Digital Transformation

Enabling traditional businesses to craft digital strategies that allow them to thrive in a digital ecosystem threatened by the disruption of new technologies.

Competitive advantage

- Pioneers of an impact-first research method that enables academics and practitioners to co-create solutions to business and societal challenges
- The research network has expertise in:
 - Digital transformation strategy making
 - Digital business model creation

Impact

- Enabling incumbent firms to counter the threats posed by digital disruption

Capabilities and resources

- Interdisciplinary team from Information Systems and Computer Science

Our partners

- A leading hardware retail store in Australia
- A leading culinary organisation in Singapore

More Information

Professor Shan L Pan

School of Information Systems and
Technology Management

E: shan.pan@unsw.edu.au

UNSW Knowledge Exchange

knowledge.exchange@unsw.edu.au

www.capabilities.unsw.edu.au

+61 (2) 9385 5008