

Bridging the Digital Leadership Gap

**Georgios Doukidis, Professor of eBusiness
Athens University of Economics & Business**

The Digital Leadership Gap

1. Exploitation

2. Utilization

3. Readiness

4. Transformation

5. Investments

PERCEPTIOS VS REALITY



Grant Thornton



THE E-BUSINESS RESEARCH CENTER

ELTRUN

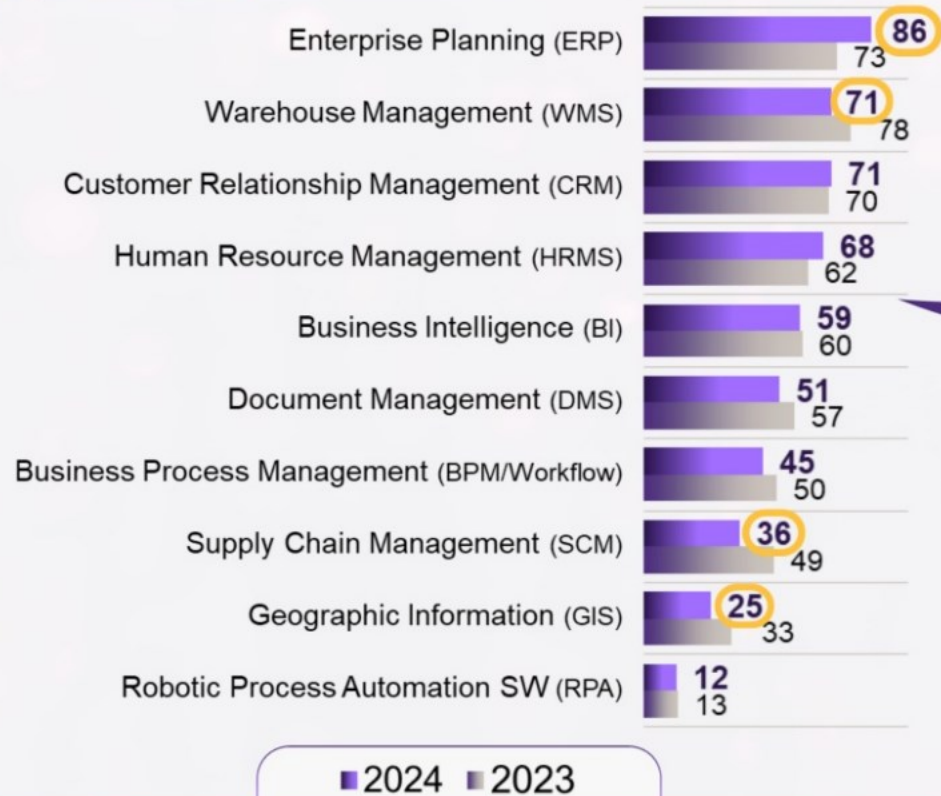
ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS

Information Systems

High usage, but medium utilization

Business information systems | Currently used (%)

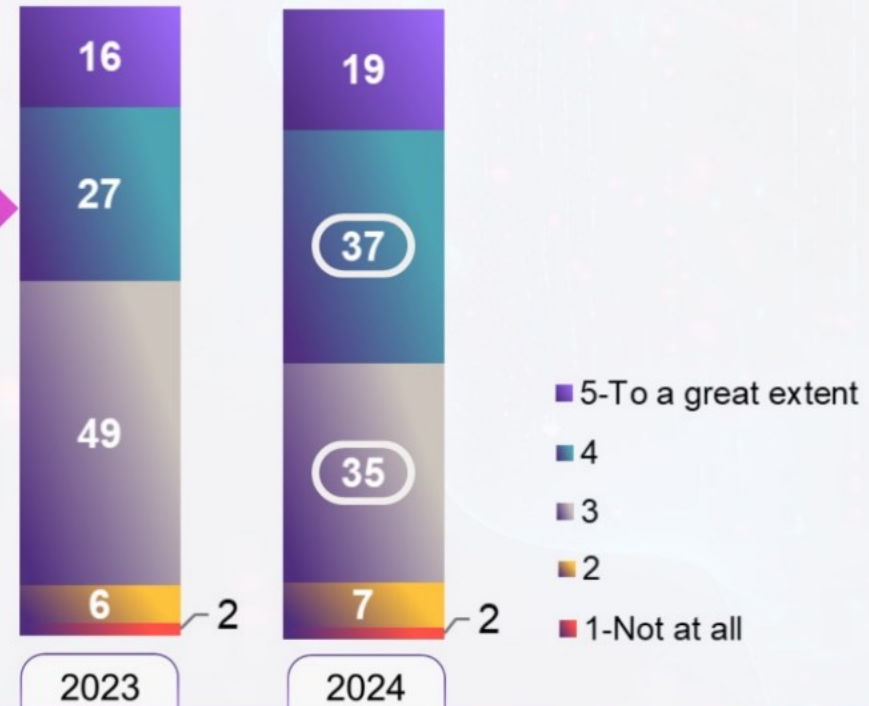
Total (n=400)



But

Application of digital technologies and process automation (%)

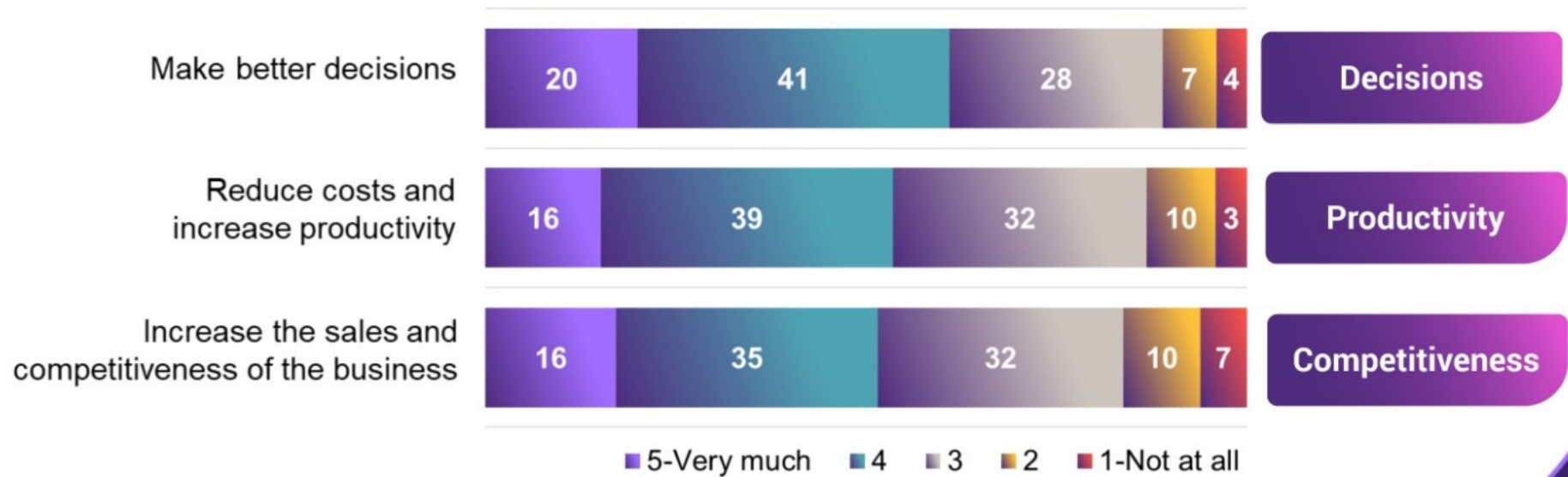
Total (n=400)



Therefore, only 1 in 2 report business benefits from IT

7%
with all
full-scale
benefits

Benefits of digital technology (%)



2 Cutting Edge Information Technologies

Reasonably high involvement, but mainly Experimentation or Exploitation

Utilized cutting edge technologies (%)



Data Analytics

Business collect a moderate level of big data and mainly well defined customer data from internal information systems

Big data collection from different sources (%)

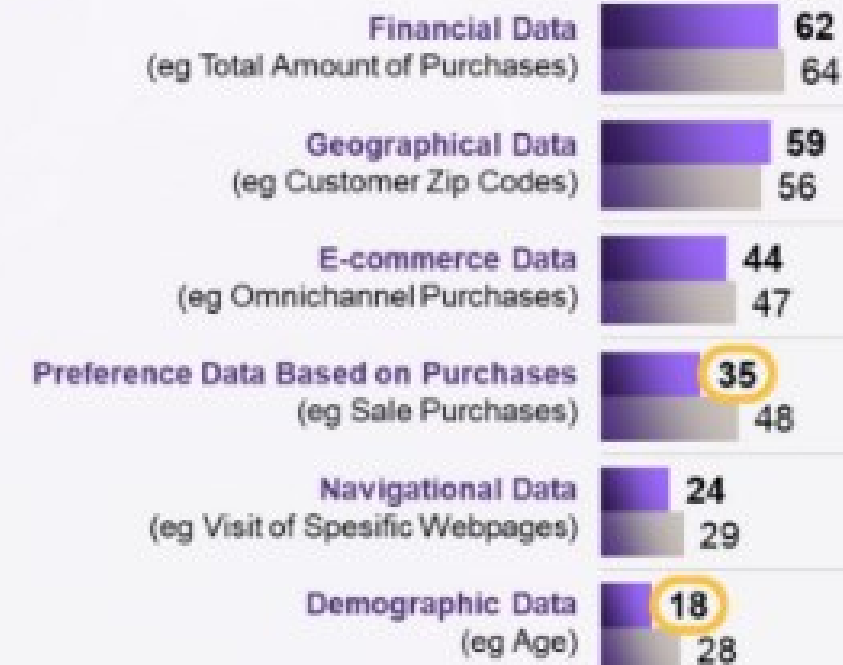
Total (n=400)



2024

Customer data collected (%)

Total (n=400)



2024 2023

3 Overcoming the Artificial Intelligence Bottleneck



4 1 in 2 enterprises with a Digital Transformation strategy, but limited Business Transformation orientation (only 1 in 3)

Digital Transformation strategy (%)

> "Do you have a clearly defined Digital Transformation strategy?"

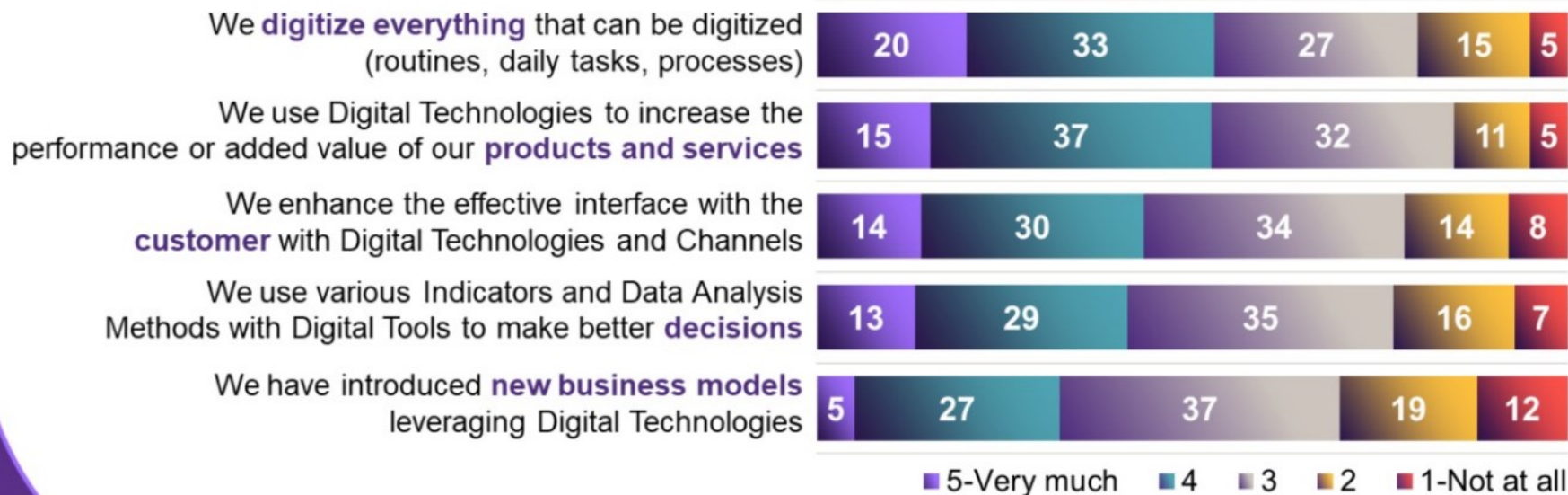


What?



Only 1 in 5 enterprises have an integrated Digital Transformation strategy with strategic business benefits

Evaluation of Digital Transformation (%)



2%

at full-scale
Business
Transformation
with IT

5 Discrepancy between high needs of IT investments Vs low budgets and management accountability

Departments estimated to require technological investments (next 3 years) (%)

Total (n=400)



But

Estimated future investment (next 3 years) (%)



Usage of Technology Investment KPIs (%)

Total (n=400)



Bridging the Gap

Use → Exploitation

Experimentation → Utilization

Deep Dive → Readiness

I.T Projects → Transformation

Low Budgets → Right Investments