

**Digital transformation:
Curse or blessing for the manufacturing industry?
A study on the impact of digital maturity on the
business performance of manufacturing companies**

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Abstract

Taking into account the increasing importance of digitalisation for ensuring future company success in combination with the digital backlog demand of Germany and its manufacturing sector, the main objective of the present study is to examine how a manufacturing company's digital maturity level influences its overall business performance. It is analysed whether digitalisation efforts cause positive effects on performance and thus are profitable for manufacturing. Moreover, it is intended to find out if companies certified according to industry standards, such as the ISO 9001 for example, show a higher level of digital maturity than non-certified companies. By the integration of a more elaborated business process view into the digital maturity assessment, the present study extends already existing digital maturity models. Based on the study results, a significant positive association between digital maturity and business performance in the manufacturing industry was identified. Furthermore, differences in digital maturity between certified and non-certified companies were determined. The study complements existing theory and provides manufacturing companies with practical recommendations on how to proceed on their digital path.

Keywords: Business processes; digitalisation; digital maturity assessment; industry certifications; maturity model