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# **AI-Driven Growth Architecture for Digital Transformation: A Management Framework for Adaptive and Sustainable Performance**

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## **Abstract**

Digital transformation increasingly depends on how effectively organisations align technological capability with strategic intent, cultural readiness and decision-making systems. This paper presents an AI-Driven Growth Architecture, a conceptual management framework designed to integrate artificial intelligence into strategy development, operational design and organisational learning. The purpose of the framework is to demonstrate how AI-enabled feedback loops, behavioural insight and systems-thinking principles can be combined to create adaptive structures that support continuous improvement. The model synthesises elements of strategic management, organisational design and data-driven decision architecture to help leaders connect people, product innovation and market expansion within a coherent transformation approach. The study identifies three key managerial contributions: a method for embedding AI across cross-functional processes to enhance coordination, a model for linking cultural capability with digital maturity to strengthen transformation outcomes and a governance structure that enables transparent and responsible AI integration. The paper concludes by outlining implications for long-term competitiveness, including increased strategic agility, greater innovation capacity and stronger organisational alignment. This conceptual model provides managers with a practical structure for building resilient, ethical and performance-oriented digital enterprises.

**Keywords:** Adaptive Systems; AI: Digital Transformation