

Rethinking Digital Transformation: Towards an AI-Driven Strategic Experience Model for Organisational Competitiveness

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Abstract

Digital transformation has increasingly evolved from a technology adoption imperative into a strategic priority for organisations seeking to sustain competitiveness in data-driven environments. Despite this evolution, many organisations continue to operate within fragmented digital ecosystems that inhibit value creation, user engagement, and strategic agility. This study aims to develop a conceptual understanding of how artificial intelligence (AI) may be leveraged to enable integrated, experience-driven digital strategies that enhance organisational competitiveness. The study will adopt a scoping literature review approach to synthesise recent interdisciplinary research on AI, digital experience design, and organisational transformation within management and information systems contexts. Drawing on insights from branded mobile application (BMA) ecosystems where personalisation, continuous interaction, and user-centric design are central to engagement, the study will explore how these principles can inform the development of integrated organisational digital strategies. The literature synthesis is expected to identify key themes related to AI-enabled personalisation, digital capability development, and experience-driven value creation. Based on this synthesis, the study proposes developing a conceptual, AI-driven strategic digital experience model that positions digital platforms as strategic organisational assets supporting performance and competitive advantage. The research will further consider ethical AI, data governance, and responsible innovation, particularly within contexts characterised by digital inequality and evolving regulatory environments. The study aims to contribute to the strategic management and digital transformation literature by providing a theoretically grounded framework to inform future empirical and action-based research, while offering practical insights for organisations transitioning towards integrated, intelligent, and experience-centred digital ecosystems.



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