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EXPLORING THE IMPACT OF STRATEGIC MANAGEMENT AND DIGITAL INNOVATION ON ORGANIZATIONAL GROWTH AND DEVELOPMENT: A COMPREHENSIVE STUDY

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ABSTRACT

In today's fast-changing business world, more and more companies are realizing how important strategy management and digital innovation are to their growth and development. Strategic management practices help organizations establish objectives, develop strategies, and make decisions to attain competitive advantage and sustainable growth. This study delves into the complex connections between strategic management, digital innovation, strategic agility, and organizational outcomes, specifically examining their impact on organizational growth and development. The purpose of this extensive study is to explore the complex relationship that exists between strategic management, digital innovation, strategic agility, and organizational results, with a particular emphasis on the influence that these factors have on the growth and development of organizations. The research investigates the intricate connections that exist between these variables by using a technique known as structural equation modeling (SEM). The findings provide evidence that supports the hypotheses that strategic management has a positive influence on digital innovation, that digital innovation in strategic management has a significant impact on organizational development, and that strategic agility acts as a mediator between the relationship between organizational development and digital innovation in strategic management. The research highlights the relevance of strategic management practices, digital innovation efforts, and strategic agility in the process of promoting the growth and development of organizations.

Keywords: Strategic management, Digital innovation, Strategic agility, Organizational growth, Organizational development, Structural Equation Modelling (SEM), Corporate competitiveness