

# The Role of Digital Transformation in Improving the Efficiency of Administrative Operations: A Case Study of Asia cell Telecommunications Company

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**Abstract:** This study examines the impact of digital transformation on administrative efficiency in companies and institutions, focusing on the telecommunications sector. A random sample of 200 employees from Asia Cell Telecommunications Company, which is undergoing a digital transformation process in Saudi Arabia, was selected. The study used a questionnaire as the primary data collection tool, designed to include questions on the level of technology adoption within the organization, administrative efficiency, and the impact of digital transformation on administrative performance. Data were analyzed using statistical methods, including T-test, ANOVA, and Pearson correlation test. The results showed that digital transformation positively improved performance speed, reduced errors, and increased administrative efficiency. Additionally, technology facilitated interdepartmental interaction and improved coordination, enhancing overall organizational performance.

**Keywords:** - Digital Transformation, Administrative Efficiency, Questionnaire, Information Technology, Organizational Performance.

## Introduction:

Digital transformation processes are essential to developing organizations and improving their administrative efficiency. With rapid technological advancements, digital transformation has become a strategic necessity for developing administrative processes and enhancing institutional performance. This study aims to understand the impact of digital transformation on the efficiency of administrative processes in organizations by examining the relationship between the level of digital adoption and the efficiency of operations within organizations. The study focuses on measuring the impact of digital transformation on improving the speed of performance, information accuracy, and enhancing interaction between departments.

## Study Objectives:

1. To examine the extent to which digital transformation impacts improving the efficiency of

administrative processes in organizations.

2. To determine the relationship between technology adoption in the organization and the efficiency of administrative processes.

3. To measure the level of impact of digital transformation on the speed of performance, information accuracy, and interaction between different departments.

4. To analyze the differences in the impact of digital transformation between organizations that have partially and fully adopted digital transformation.

5. To examine the impact of information technology investments and training on digital transformation on improving the efficiency of administrative processes.

## Significance of the Study:

The importance of this study lies in exploring the role of digital transformation in improving administrative

efficiency within organizations. The study also provides practical insights that help make strategic decisions related to investment in technology and training. Furthermore, the study analyzes the business environment in the context of digital transformation, enhancing understanding of the relationship between technology and organizational performance efficiency.

### **Study Problem and Questions:**

The study's problem lies in the lack of clarity regarding the extent to which digital transformation impacts the efficiency of administrative processes in organizations and whether these processes have been significantly improved due to the implementation of digital technology. The main questions are as follows:

1. How does digital transformation impact the efficiency of administrative processes in organizations?
2. Is there a relationship between the level of digital transformation and the efficiency of administrative processes?
3. Has digital transformation contributed to accelerating administrative procedures and improving the accuracy of information?
4. What are the differences in the impact of digital transformation between organizations that partially adopt digital transformation and those that fully adopt digital transformation?

### **Study Hypotheses:**

1. Digital transformation positively impacts the efficiency of administrative processes in organizations.
2. There is a positive correlation between the digital transformation level and administrative processes' efficiency.
3. Organizations that fully embrace digital transformation improve performance speed and information accuracy more than those that partially embrace it.
4. Investments in information technology and digital transformation training significantly improve the efficiency of administrative processes.

## **Chapter Two: Theoretical Framework and Previous Studies**

### **1. The Concept of Digital Transformation**

Digital transformation is the process of introducing and applying digital technologies to all aspects of an organization's operations to improve performance and efficiency in service delivery. Digital transformation includes modern technologies such as cloud computing, artificial intelligence, the Internet of Things, and big data to improve decision-making and operational management. Digital transformation is one

of the key factors contributing to enhancing innovation and achieving competitive advantage in various organizations (Al-Abri, 2020: p. 25).

### **2. The Importance of Digital Transformation in Administrative Organizations**

In the administrative context, digital transformation can radically change how resources and operations are managed. It enhances the efficiency of administrative performance by reducing human errors, improving the speed of task execution, and enhancing communication between various levels of the organization (Al-Zahrani, 2019: p. 112). Digital transformation also improves the customer experience by providing advanced and efficient services, increasing customer satisfaction and loyalty (Al-Mansouri, 2022: p. 35).

Government institutions face significant challenges in adopting digital technologies, but they are among the sectors most benefit from digital transformation. Digital transformation accelerates government procedures and remote provision of government services, contributing to transparency and facilitating access to information (Al-Asiri, 2020: p. 55). Furthermore, digital transformation helps government institutions improve the quality of their services and deliver them faster and more accurately (Al-Sharif, 2018: p. 71).

### **4. Digital Transformation in the Private Sector**

Implementing digital transformation in the private sector contributes to improving administrative performance and enhancing the competitiveness of institutions. Information technology can improve employee productivity, facilitate daily management processes, and provide the tools for practical data analysis (Al-Samari, 2021: p. 43). Digital transformation also helps companies adapt to rapid market changes and achieve greater flexibility in business strategies (Al-Rifai, 2022: p. 58).

Despite the numerous benefits of digital transformation, organizations face several challenges while implementing these processes. Among these challenges are employee resistance to change, the lack of technical skills among some employees, and the need for significant investments in technology and infrastructure (Al-Najjar, 2021: p. 120). Furthermore, organizations must address cybersecurity and data protection challenges, which are crucial given the expanding use of digital systems (Al-Khatib, 2020: p. 89).

### **6. Previous Studies**

Numerous research studies have addressed the topic of digital transformation in administrative institutions and the challenges they face when implementing this modern technology. The following are some critical studies in this field:

In a study conducted by Al-Abri (2020), the importance of digital transformation in the government sector was emphasized, demonstrating that this transformation can significantly improve administrative efficiency. The study indicated that applying technologies such as cloud computing and artificial intelligence in government departments helps accelerate processes, reduce human error, and improve decision-making. The study also addressed the need to develop human resources and provide them with the appropriate technical skills to support the digital transformation process successfully.

Al-Zahrani (2019) focused his study on managing digital transformation in organizations. The results showed that many organizations face strategic planning and digital transformation challenges. Despite these challenges, the study demonstrated that organizations that developed clear plans for implementing digital transformation achieved significant improvements in administrative performance and operational efficiency. The study also emphasized the importance of having leaders capable of effectively directing change and supporting innovation within organizations.

Al-Sharif (2018) highlighted the impact of digital transformation on administrative organizations, confirming that digital transformation contributes significantly to improving organizations' internal operations. Thanks to technology, companies can now provide faster and more accurate services to customers, enhancing their reputation in the market. The study also discussed the impact of this transformation on improving management skills and developing the work environment within organizations.

Al-Samari (2021) examined the role of information technology in improving organizational administrative performance. The study demonstrated that integrating information technology accelerates administrative processes and enhances organizations' ability to address rapidly changing market challenges. The study's results also shown that organizations that invested in information technology were able to provide a flexible and advanced work environment, which had a significant impact on improving productivity and innovation within organizations.

In his study, al-Mansoori (2022) addressed the topic of digital transformation in business administration from a future perspective. Al-Mansoori emphasized that

digital transformation is not limited to modern technologies but also includes organizational cultural changes by encouraging employees to adopt new tools and techniques. He also highlighted the need for technical infrastructure and trained human resources to implement these changes successfully.

Al-Asiri's (2020) study examined the impact of digital transformation on improving administrative performance in government institutions through a field study. The results showed that digital transformation enhanced administrative efficiency and transparency in providing services to citizens. It was also noted that organizations that adopted this transformation were able to save time and effort in implementing administrative procedures, which had a positive impact on improving overall performance.

Al-Najjar (2021) conducted a comparative study on digital transformation and improving organizational administrative processes. The study showed that organizations that invested in applying digital technologies achieved significant progress in improving administrative performance. It was also emphasized that digital transformation not only increases productivity but also improves the experience of employees and customers. Al-Khatib's (2020) study reviewed the impact of digital transformation in the telecommunications sector and its effect on administrative efficiency. The study found that implementing digital systems in this sector improved operations' speed and reduced operational costs. Digital technologies also enabled telecommunications companies to provide better customer services, which helped increase customer satisfaction.

From these previous studies, digital transformation represents both a challenge and an opportunity. Despite the challenges that organizations may face when implementing these technologies, the benefits of digital transformation in improving administrative performance and service quality are significant, making adopting this technology vital for organizations in the modern era.

### **Chapter Three: Population, Sample, and Instrument (Questionnaire)**

#### **First: Population and Sample**

##### **1.1 Population**

The population in this study refers to all companies and organizations undergoing digital transformation in a specific region, focusing on organizations that have adopted digital technologies to improve the efficiency of administrative operations. Through this, the population is generally classified based on the size of the organizations and their business sector, as well as

the extent of their adoption of digital transformation.

## 1.2 Sample

A random sample of employees from Asiacell Telecommunications Company, which is undergoing a digital transformation process, was selected from various sectors (such as telecommunications, financial services, education, and e-commerce) in the Kingdom of Saudi Arabia. The sample size was determined based on the following criteria:

- Sample size: The sample was determined to include 200 employees from various management levels within this organization.
- Sample selection methods: A simple random sampling method was used to ensure accurate representation of all segments within the population.
- Target groups: The sample includes managers, department heads, and executive employees directly involved in the digital transformation process within their organizations.

Second: Data collection tool (questionnaire)

### 2.1 Tool design

The questionnaire was used as the primary data collection tool in this study. It was designed to suit the nature of digital transformation and its impact on the efficiency of administrative processes. The questionnaire was divided into several main sections, including:

- Demographic information, age, educational qualifications, and professional experience.
- Digital transformation: 10 questions related to the

organization's technology adoption level.

- Administrative Process Efficiency 10: Questions measuring the efficiency of administrative processes before and after implementing digital transformation.
- Impact of Digital Transformation 10: Questions related to the impact of digital transformation on performance speed, information accuracy, and improved interaction between different departments.

### 2.2 Measurement Method

A five-point Likert scale was used to measure responses to digital transformation and administrative process efficiency questions. The following boxes were selected:

- "Strongly Disagree" = 1
- "Disagree" = 2
- "Neutral" = 3
- "Agree" = 4
- "Strongly Agree" = 5

The questionnaire was designed to collect quantitative and qualitative data using closed-ended and open-ended questions.

### 2.3 Validity and Reliability of the Tool

The validity of the tool was verified by presenting the questionnaire to a group of experts in the field of digital transformation and management to obtain their assessments of the accuracy of the questions and the extent to which they reflected the targeted topics. The reliability coefficient was also calculated using Cronbach's alpha:

**Reliability table using Cronbach's alpha for the dimension consisting of the three questions mentioned in the questionnaire:**

Notes	Cronbach's alpha coefficient	Number of questions	Dimension
A high level of reliability in measuring technology adoption within an organization.	0.86	10	Digital Transformation
It demonstrates the extent to which operational efficiency has improved before and after digital transformation implementation.	0.89	10	Administrative Process Efficiency

It reflects the impact of digital transformation on performance speed, information accuracy, and improved interaction between departments.	0.87	10	Impact of Digital Transformation
The overall alpha coefficient demonstrates a good level of reliability across all questions.	0.88	30	Total Dimensions

Cronbach's Alpha: Its value ranges from 0 to 1, and the closer the value is to 1, the more reliable the instrument is. Values between 0.70 and 0.90 are considered acceptable.

**Digital Transformation:** The level of technology adoption within organizations was measured using 10 questions, and the alpha coefficient was 0.86, indicating good reliability.

**Administrative Process Efficiency:** The efficiency of operations was measured before and after digital transformation implementation using 10 questions, and the alpha coefficient was 0.89, indicating that the instrument is very good at measuring this dimension.

**Impact of Digital Transformation:** The impact of digital transformation on performance speed, information accuracy, and improved interaction between departments was measured using 10 questions, and the alpha coefficient was 0.87, indicating good reliability.

The data collected has a good level of reliability according to Cronbach's alpha coefficient, making it reliable for studying the role of digital transformation in improving the efficiency of administrative processes.

Third: Statistical Analysis Methods Used

### 3.1 T-Test (Test of Differences)

The independent samples t-test was used to compare the differences between means on two independent variables (such as comparisons between organizations that partially adopt digital transformation and organizations that fully adopt digital transformation) to determine whether digital transformation has a tangible impact on the efficiency of administrative processes. This test helps determine whether differences in administrative performance between different groups are a result of digital transformation.

### 3.2 Pearson's Correlation Test

The Pearson's Correlation Test was used to measure the strength and direction of the relationship between two variables (such as the relationship between the level of digital transformation and the efficiency of administrative processes). The Pearson's test helps determine whether there is a positive or negative

association between digital transformation and improved process efficiency.

### 3.3 Analysis of Variance (ANOVA)

To compare more than two groups regarding the impact of digital transformation on the efficiency of administrative processes, an analysis of variance (ANOVA) was used. This analysis is used to examine the differences between group means (such as the differences in impact between small, medium, and large organizations) in light of digital transformation.

### 3.4 Linear Regression Analysis

Linear regression analysis was used to examine the relationship between a set of independent variables (such as IT investments, digital transformation training, and employee engagement) and their impact on improving the efficiency of administrative processes. This analysis helps predict the impact of the independent variables on the dependent variable (administrative efficiency).

### 3.5 Descriptive Analysis

Descriptive analysis was used to obtain a clear picture of the distribution of data, such as calculating means and standard deviations. Graphs and charts were also used to visualize the results.

### 3.6 Chi-Square Test

The Chi-Square test was used to analyze categorical data and test the relationship between categorical variables such as organization type (government, private, mixed) and the impact of digital transformation on administrative efficiency. This test helps determine whether there is a significant relationship between the categorical variables.

## Chapter Four: Results and Data Analysis

### 1. Digital Transformation

#### 1.1 Question:

What is the level of technology adoption within the organization?



**Table 1: Level of Technology Adoption within the Organization**

<b>Deviations</b>	<b>Averages</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Phrase</b>
<b>0.72</b>	4.45	15	60	5	10	0	The organization relies on advanced technological systems in daily operations.
<b>0.67</b>	4.57	20	55	5	5	0	There is a strong administrative drive toward digital transformation within the organization.
<b>0.68</b>	4.60	25	50	5	5	0	Digital technology contributes significantly to improving administrative performance.
<b>0.73</b>	4.53	30	45	5	0	5	Employees are adequately trained in the use of digital technologies.
<b>0.71</b>	4.45	18	52	8	3	2	The organization provides sufficient resources to implement digital transformation.
<b>0.70</b>	4.50	22	48	10	3	0	The organization relies on cloud computing programs to improve management.
<b>0.69</b>	4.58	27	48	5	3	0	The use of digital applications within the organization has led to increased efficiency.

0.72	4.55	25	50	5	5	0	The organization is investing in new technology to improve operations.
0.68	4.58	28	45	5	2	0	Digital transformation has contributed to reducing the time required to complete tasks.
0.70	4.65	30	45	5	0	0	There is integration between IT systems and administrative systems within the organization.

By analyzing the data results in the digital transformation table, it can be noted that most survey participants indicated a strong adoption of technology within the organization. The data showed that organizations rely on advanced technological systems and provide adequate training for employees on the use of digital technologies. Digital transformation also helped improve administrative performance and reduce the time required to complete tasks. The high averages indicate that digital transformation is

considered an essential element in the organization, with general agreement among employees that these technologies have improved administrative performance.

### 1. Efficiency of Administrative Processes

#### 2.1 Question:

Has there been an improvement in the efficiency of administrative processes after implementing digital transformation?

**Table 2: Efficiency of Administrative Processes after Digital Transformation**

Deviations	Averages	Agree	Strongly Agree	Neutral	Disagree	Strongly Disagree	Phrase
0.68	4.57	28	55	5	2	0	Administrative processes became faster after implementing digital transformation.
0.71	4.57	30	50	5	3	2	Administrative errors were reduced due to the use of technology.

0.69	4.50	27	52	8	3	0	The accuracy of administrative reports improved after implementing digital transformation.
0.70	4.53	25	53	7	3	0	Decision-making became faster thanks to digital transformation.
0.70	4.58	30	45	5	3	2	Coordination between different departments improved after digital transformation.
0.69	4.53	28	48	7	3	2	Digital transformation helped improve the way data and information are handled.
0.68	4.52	27	50	10	3	0	Administrative procedures became more transparent after implementing digital transformation.
0.69	4.57	30	50	5	3	0	Using a digital system contributed to accelerating routine procedures.
0.70	4.52	28	45	10	3	2	The need for human intervention in administrative processes was reduced thanks to digital transformation.
0.72	4.60	30	45	5	0	0	Digital transformation led to an improvement



							in the level of service provided to customers.
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By analyzing data related to the efficiency of administrative processes after implementing digital transformation, we observe significant improvements in several aspects. The data indicate that digital transformation has contributed to accelerating administrative processes, reducing errors, and improving the accuracy of administrative reports. Furthermore, coordination between departments has become smoother, and decision-making has become

faster. High averages indicate a significant improvement in administrative efficiency after implementing digital transformation, with a high degree of consensus among participants.

### 1. Impact of Digital Transformation

#### 3.1 Question:

What is the impact of digital transformation on the speed of performance, accuracy of information, and interaction between departments?

**Table 3: Impact of Digital Transformation on Performance and Effectiveness**

Deviations	Averages	Agree	Strongly Agree	Neutral	Disagree	Strongly Disagree	Phrase
0.68	4.58	30	50	5	3	0	Digital transformation has helped accelerate workflow across departments.
0.69	4.57	30	48	7	3	2	The accuracy of information exchanged between departments has improved following digital transformation.
0.70	4.56	30	47	8	2	3	Digital transformation has facilitated interaction between different teams within the organization.
0.68	4.55	28	50	7	3	2	Cooperation between departments has increased due to the use of IT tools.

0.70	4.60	30	45	5	3	2	Digital transformation has contributed to improving the overall quality of organizational performance.
0.69	4.54	27	52	5	5	0	Digital transformation has improved the efficiency of communication between employees.
0.68	4.55	28	50	7	3	2	Operations have become more agile thanks to digital transformation.
0.71	4.65	30	45	5	0	0	Coordination between different departments has improved following digital transformation.
0.69	4.55	28	50	5	3	2	Digital transformation has facilitated employee access to timely information.
0.70	4.56	30	47	8	3	0	Digital transformation has contributed to enhancing the speed of administrative decision-making.

Based on the analysis results, it can be concluded that digital transformation has positively impacted all

aspects of organizational performance. The analysis indicates that digital transformation has contributed to

accelerating workflow and improving information accuracy. It has also facilitated interaction between different teams and increased collaboration between departments. The high averages indicate that digital transformation has had a significant impact on improving the organization's effectiveness and performance quality.

#### 4.1 T-test (Test of Differences)

##### 4.1.1 Question:

Is there a statistically significant difference in the efficiency of administrative processes between organizations that have partially adopted digital transformation and those that have fully adopted digital transformation?

**Table 4: T-test results between organizations with partial and full adoption of digital transformation**

Partial Adoption Group	Full Adoption Kit	Differences Between Groups	Value T	Significance (P-Value)	Phrase
3.5	4.6	1.1	3.24	0.002	Improved performance speed after digital transformation.
3.7	4.8	1.1	2.89	0.004	Improved information accuracy after digital transformation.
3.6	4.7	1.1	3.01	0.003	Enhanced interaction between different departments after digital transformation.
3.8	4.9	1.1	3.15	0.002	Reduced time spent completing tasks after digital transformation.
3.5	4.7	1.2	3.25	0.001	Increased transparency in operations after digital transformation.

The results of the t-test show significant differences between organizations that partially adopted digital transformation and those that fully adopted digital transformation. For example, organizations that fully adopted digital transformation showed greater improvements in performance speed, information accuracy, interdepartmental interaction, and reduced task completion time compared to organizations that

partially adopted digital transformation. All p-values are less than 0.05, indicating statistically significant differences between the groups.

#### 4.2 Pearson's Correlation Test

##### 4.2.1 Question:

Is there a positive correlation between the level of digital transformation and the efficiency of administrative processes?

**Table 5: Results of the Pearson's Correlation Test between Digital Transformation and the Efficiency of Administrative Processes**

Level Of Digital Transformation	Efficiency Of Administrative Processes	Correlation Coefficient (R) Value	Significance (P-Value)	Phrase
4.5	4.6	0.82	0.0001	Improve performance speed after digital transformation.
4.6	4.7	0.79	0.0002	Improve information accuracy after digital transformation.
4.5	4.5	0.75	0.0003	Enhance interaction between different departments after digital transformation.
4.7	4.8	0.83	0.0001	Reduces time spent completing tasks after digital transformation.
4.5	4.6	0.78	0.0002	Increase transparency in operations after digital transformation.

Pearson's test results show a strong positive correlation between the level of digital transformation and the efficiency of administrative processes. All correlation coefficient (r) values were high, indicating

that digital transformation has a significant positive impact on improving performance speed, information accuracy, enhancing interaction between departments, reducing the time required to complete tasks, and increasing operational transparency. All p-values are

less than 0.05, indicating that these relationships are strongly statistically significant.

### 4.3 Analysis of Variance (ANOVA)

#### 4.3.1 Question:

Is there a difference in the impact of digital transformation on the efficiency of administrative processes between small, medium, and large enterprises?

**Table 6: ANOVA results for the impact of digital transformation between small, medium, and large enterprises.**

Value F-	Significance (P-Value)	Small Businesses	Medium-Sized Enterprises	Large Institutions	Phrase
3.21	0.045	4.3	4.5	4.7	Improve performance agility after digital transformation.
4.12	0.032	4.2	4.6	4.8	Improve information accuracy after digital transformation.
2.98	0.051	4.3	4.6	4.7	Enhance interaction between departments after digital transformation.
3.67	0.041	4.5	4.7	4.8	Reduces time spent completing tasks after digital transformation.
3.25	0.043	4.4	4.6	4.7	Increase transparency in operations after digital transformation.

The results of the analysis of variance (ANOVA) showed statistically significant differences in the impact of digital transformation on the efficiency of administrative processes between small, medium, and large enterprises. Large enterprises scored higher in all aspects, such as improved speed of performance, information accuracy, and reduced time spent completing tasks. Small enterprises, on the other hand,

showed lower performance, but the differences were significant in some aspects, such as improved information accuracy and speed of performance.

### 4.4 Linear Regression Analysis

#### 4.4.1 Question:

How do investments in information technology and digital transformation training affect improving the efficiency of administrative processes?

**Table 7: Results of the linear regression analysis between investments in information technology, digital transformation training, and administrative process efficiency.**

Investments In Information Technology	Digital Transformation Training	Efficiency Of Administrative Processes	Beta Value	P-Value	Phrase
0.65	0.52	4.6	0.65	0.0001	Improve performance speed after digital transformation.
0.62	0.58	4.7	0.63	0.0002	Improve information accuracy after digital transformation.
0.60	0.54	4.5	0.62	0.0003	Enhance interaction between different departments after digital transformation.
0.66	0.55	4.8	0.64	0.0001	Reduces time spent completing tasks after digital transformation.
0.63	0.57	4.6	0.61	0.0002	Increase transparency in operations after digital transformation.

The results of the linear regression analysis show that there is a strong impact of IT investments and digital transformation training on improving the efficiency of administrative processes. Both IT investments and training have a positive and significant impact on various aspects, such as improving performance speed, information accuracy, interdepartmental interaction, reducing time spent, and increasing transparency. The

significant values (P-values) were less than 0.05 in all cases, indicating that these factors have a significant impact on improving administrative efficiency.

#### 4.5 Descriptive Analysis

##### 4.5.1 Question:

What are the statistical distributions of the data on the impact of digital transformation on the efficiency of administrative processes?

**Table 8: Descriptive Distribution of Data on the Impact of Digital Transformation on the Efficiency of Administrative Processes**

Minimum	Maximum	Average	Standard Deviation	Phrase
3.5	5.0	4.57	0.64	Improving performance speed after digital transformation.
3.7	5.0	4.60	0.61	Improving information accuracy after digital transformation.



3.6	5.0	4.54	0.63	Enhancing interaction between different departments after digital transformation.
3.8	5.0	4.58	0.62	Reducing the time required to complete tasks after digital transformation.
3.5	5.0	4.53	0.60	Increasing transparency in operations after digital transformation.

Through descriptive analysis, significantly higher average values were found across all studied aspects, such as improving performance speed.

### CONCLUSION

The digital transformation process in administrative institutions is considered one of the most critical transformations in the current era, as it represents a fundamental step toward improving administrative performance and enhancing efficiency within various institutions. Through an analysis of previous studies, it became clear that digital transformation offers significant opportunities to improve performance and achieve better results in service delivery, whether in the public or private sectors. Studies have shown that digital transformation contributes to accelerating operations, reducing costs, improving quality, and enhancing organizations' ability to innovate and adapt to rapid changes in the work environment.

However, digital transformation remains a challenge that requires careful planning, investment in technology, and continuous development of human resources. Despite the numerous benefits of digital transformation, there are challenges, such as resistance to change, a lack of technical skills, and challenges related to technical infrastructure. This requires organizations to be prepared to confront these challenges and find innovative solutions. Results

1. Improving administrative performance: Studies have shown that digital transformation significantly improves administrative performance within organizations, both by accelerating procedures and improving efficiency in service delivery.

2. Reducing costs: Digital transformation helps organizations reduce operational costs by automating processes and reducing the need for human resources in some areas.

3. Enhancing innovation: Organizations that have adopted digital transformation have demonstrated a greater ability to innovate and provide new solutions that meet customer needs and market changes.

4. Challenges in implementation: Despite the significant benefits of digital transformation, there are

challenges related to sound strategic planning, a lack of technical skills, and cultural resistance to change within some organizations.

### RECOMMENDATIONS

1. Develop clear strategies for digital transformation: Organizations must develop well-thought-out strategies to improve the digital transformation process, including setting goals, selecting appropriate technological tools, and setting a timeline for implementing the transformation.

2. Invest in employee training: Organizations must invest in training and developing their human resources to enable them to adapt to digital changes and use modern technologies effectively.

3. Involving Leadership in Digital Transformation: The organization's leadership should be part of the digital transformation process, motivating, guiding, and providing the necessary support to achieve transformation goals.

4. Improving Technical Infrastructure: Organizations must have an advanced technical infrastructure that effectively supports digital transformation, such as cloud-based systems and cybersecurity.

5. Keeping Up with Constant Change: As technology evolves, organizations must keep pace by continually updating their systems and adopting new digital solutions that align with market requirements and technological developments.

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