

## DO PROCESS MODELS EXIST FOR DIGITAL TRANSFORMATION PROJECTS?

**Elenica Pjero**

Faculty of Economy  
University 'Ismael Qemali'

**ALBANIA**

elenica.pjero@univlora.edu.al

**Viktoria Behrens**

Faculty of Business&Economics  
Mendel University

**GERMANY**

Viktoria\_behrens@web.de

**Simon Krause**

Faculty of Business&Econo  
Mendel University

**GERMANY**

simonkrause1@me.com

**Johannes Hangl**

Faculty of Business&Econo  
Mendel University

**GERMANY**

johannes.hangl@e2open.com

### ABSTRACT

This paper examines whether a model for digital transformations exists. Especially during the pandemic, digital transformation became one of the most critical issues on the management agenda of many companies. Starting the change is a massive task. Procedures for this are essential. According to literature research, there are many different approaches, but none have prevailed. This paper shows which components are relevant for a digital transformation process from the experts' point of view.

**Keywords:** Digital Transformation, Change Management, Covid-19, Pandemic, New Era.