

Convergence Innovation of Digital Transformation in the New Normal

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Abstract

This article focuses on the significance of convergence innovation in implementing digital transformation in the new normal post-Covid-19 environment. The aspects of convergence innovation provide significant opportunities for integrating social innovation, technology, and economic systems in developing resilient global systems. The pandemic highlighted significant weaknesses for organizations and global supply chains, which were severely disrupted. It indicated a need for the systems to be nimble and flexible. The article presents examples of organizations and cases of convergence innovation before and after the pandemic. The primary outcome of this discussion is how convergence innovation should be implemented as a framework for implementing digital transformation in organizations. This discussion shows the significance of different elements of innovation and how collaboration can be enhanced to improve its outcomes and effectiveness in responding to the disruption of the pandemic. Finally, organizational strategies that should be implemented for effective digital transformation are discussed.

Keywords: digital transformation, innovation, convergence, industry 4.0, resilience, convergence innovation