

## The Impact of Organizational Culture on the Opportunities and Threats in Digital Transformation

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### Abstract

*The concept of Industry 4.0 is widely covered in the international literature, and various empirical studies show that some companies have already taken some steps toward digital transformation, but many companies have not yet begun to adopt these new technologies. The aim of our research is to show how the individual elements of the organizational culture - learning organization - influence and affect the opportunities and threats related to the introduction of Industry 4.0. We also wanted to know what percentage each element contributes to the formation of the two factors.*

*Based on the responses of the 639 companies surveyed, we found that the variables of the learning organization contribute to the opportunities and threats of the company and affect them.*

**Keywords:** Industry 4.0, digital transformation, organizational culture, digital maturity