ADAPTING A COMPANY’S STRATEGY IN THE DIGITAL TRANSFORMATION ERA

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Abstract: The article explores how the company’s strategy develops in the digital transformation era. Going digital is crucial for the survival of the corporations. Four stages are defined as required: motivating the consumers by activating their external and internal triggers, alluring them to engage in the required activity that will transform the potential customers to real ones, requiring the observed action by providing specific reward – constant or variable, and finally stimulating the investment of either time, effort, data, social capital, or money. The final goal is to acquire the consumers and convert them to loyal devotees of the company’s products.

Key words: company, digital transformation, transformation era.

Christian Tanushev was born in Sofia in 1958. He graduated in 1982 and defended his Ph.D. thesis on Management and Planning in 1988 at the University of National and World Economy (UNWE) in Sofia. In 2005 he was elected as Associate Professor of Marketing and Strategic Planning Department. Since 2009 he is a Vice-Dean responsible for International Cooperation of the Faculty of Management and Administration in UNWE. He teaches courses in Money and Capital Markets, Strategic Corporate Planning, Game Theory, and International Marketing. In 2002 he successfully covered the requirements of the program on Investment and Securities of Georgetown University, Washington, DC, USA. He has been a guest lecturer in the European University in Madrid, Spain, the Saxion University in in Deventer, the Netherlands, the University of International Studies in Rome, Italy, the University of Lisboa ISEG School of Economics and Management in Lisbon, Portuga, and the ISMA University (Information Systems Management Institute) in Riga, Latvia. He served as the first Chairman for the establishment and management of the Bulgarian Securities and Stock Exchanges Commission. Additionally he used to serve as the Director of Budget Directorate in the National Health Insurance fund, the Financial Director of the National Health Hospital, and chief-expert in the Ministry of Economy and Planning. During his business career he was also the CEO of the Financial Company “Naturella” and the CFO of the “Financial Company” for more than nine years. He participated in multitude international projects including the “Ex-Ante Evaluation of the Partnership Agreement of the Republic of Bulgaria and the EU for the 2014-2020 Programming Period”, “Implementation of Practical Impact Assessment of Legislation and Policies”, “Development of a Hospital Master Plan and Restructuring Strategy”, sponsored by the European Union and the World Bank. He has more than 50 publications in Bulgaria as well as internationally. Some of them are: the books - ‘Marketing and Planning in the Investment Companies”, “Research on Non Professional Investors – Real and Potential Clients of Collective Investment Funds”; the co-authorship in “Money and Capital Markets”, “Voluntary Health Insurance Funds”, chapters in “Marketing”, “Forecasting and Strategic Planning”, “Strategic Planning and National Balances” and a wide variety of articles.

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