

MEO06

STRATEGIC DRIVERS OF TWIN TRANSFORMATION: INSIGHTS FROM THE PEOPLE-PROCESS-TECHNOLOGY FRAMEWORK ON DUAL-AXIS GROWTH

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Abstract

In response to escalating demands for digital and environmental transformations, firms are increasingly pursuing Twin Transformation—a dual approach combining digital and green innovations. However, research remains scarce on the nuanced impacts of these transformations when adopted concurrently. Using a survey-based approach, this study collected 212 valid responses across industries and applied structural equation modeling (SEM) to examine transformation drivers within a People-Process-Technology-Environment (PPTE) framework. Results reveal distinct influences of breakthrough and incremental transformation modes on balanced scorecard outcomes, contributing theoretical clarity on dual transformations and offering practical insights for firms optimizing sustainability and innovation trajectories.

Conference Track

Management, Entrepreneurship, and Organization