**Title of the work**

Authors affiliation

***Abstract (Your abstract should have not more than 250 words)***

***Context****: Please briefly describe the business domain of your enterprise or organization and the environment within which the business is carried out.*

***Problem****: Provide a brief description of the challenges faced by your enterprise or organization.*

***Approach****: Indicate the approach your organization use to tackle the problem you identify in your enterprise or organization in order to be more competitive.*

***Result****: Explain the main output of the organization digital transformation initiative.*

**Keywords**: not more than six words or phrases.

1. **Introduction**

Information about the company, QoS evaluation, Market environment or Stakeholder environment, Challenges facing the enterprise or organization, the main challenge of the digital transformation initiative.

Kindly note that the paper should not have more than 6 pages.

In-text citations are citations within the main body of the text and refer to a direct quote or paraphrase. They correspond to a reference in the main reference list. These citations include the surname of the author and date of publication only. Using an example the author Roger Etoundi Atsa, this takes the form: Atsa (2006) states… Or …(Atsa, 2006).

The structure of this changes depending on whether a direct quote or parenthesis is used:

* Direct Quote: The citation must follow the quote directly and contain a page number after the date, for example (Atsa, 2006, p.608). This rule holds for all of the variations listed.
* Parenthetical: The page number is not needed.

For more information regarding the APA citation style, please refer to the link <https://www.mendeley.com/guides/apa-citation-guide>

1. **Methodology**

2.1 The adopted digital transformation strategy

2.2 The launching of the digital initiative

1. **Implementation of the digital transformation initiative**

Give details regarding the implementation of the digital initiative in the organization and on the resources and skills used in this regard. You should also describe the outcome of the digital transformation initiative.

1. **Results and discussions**

4.1 Change management based on the digital transformation

4.2 Customer satisfaction evaluation after the digital transformation

4.3 Organizational, cultural and technological challenges overcome by the project

1. **Conclusion**

Recapitulate the digital transformation initiative, the approach used for the transformation, the positive and negative aspects regarding the digital transformation initiative, the perspective in terms of digital transformation in the organization)

**Acknowledgement**: Give information about the sponsor of the initiative, the origin of the fund for the project, partners associated with the initiative.

**References**

Atsa Etoundi, R., Fouda Ndjodo, M., Aurellie Monessa, M., & Patrick Zobo, E. (2006). Feature-oriented workflow modelling based on enterprise human resource planning. *Business process management journal*, *12*(5), 608-621.