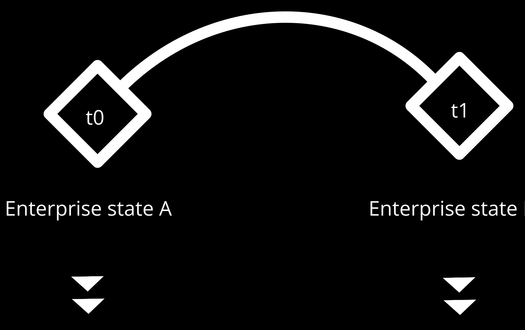
Drivers and Means of Enterprise Transformation



01 RESEARCH DESIGN

Mixed Method Approach

1. Quantitative analysis of enterprise transactions

2. Problem-centered interivews

02 DRIVERS

- ! Return expectations of stakeholders
- ! Technological change
- Omission or change of the business model
- Competition or industry consolidation
- Changing customer expectations
- Declining or insufficient profits
- ESG
- Legislation and politics
- Simplification of the organizational structure

i Enterprise transformation is primarily driven by changes in the external environment!

03 MEANS

- ! Enterprise acquisitions
- Internal reorganisation
- Sale of enterprise parts
- Employment of managers

04 ACQUISITION MOTIVES

- ! Acquisition of know-how
- New market entry
- Revenue growth
- Enterprise digitization
- Diversification of revenue streams
- Business model transformation

! Most relevant factors

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