

**Title:** Digital Technology Transformation and Knowledge Creation on Enterprise Innovation Performance in China

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### ABSTRACT

In the 21<sup>st</sup> century, with the development of economic globalization and knowledge economy, scientific and technological innovation ability has become the core of improving the competitiveness of enterprises. Enterprise Innovation Performance is widely recognized as an important driving force for enterprises to improve their competitiveness. Generally speaking, innovation performance represents the active degree of enterprise innovation activities, and is the relationship between enterprise innovation input and innovation output. In order to achieve sustainable and dynamic development, enterprises continue to apply new technologies, develop new products and expand new markets to obtain greater economic benefits. However, enterprises often face huge risks in the process of improving innovation performance. Many enterprises only emphasize technical content while ignoring market value in the process of innovation, lack scientific and reasonable strategies, and blindly pursue technological leadership, which makes it more difficult for enterprises to improve innovation performance, which means that enterprises must seek appropriate strategic content for innovation investment. In the current wave of digital economy, enterprises

develop a digital economy driven by taking data as the production factor, integrating and applying these communication technologies, and comprehensively carrying out digital technology transformation, resulting in more and more enterprises to carry out digital transformation, and bringing huge changes in management, technology and market to enterprises. So the first question is, as the main body of digital technology transformation activities, what innovation performance can enterprises achieve? Why are there differences in innovation performance in digital technology transformation? How should enterprises achieve a higher level of performance in the transformation of digital technology?

Taking digital technology transformation as an independent variable, this paper conducts an empirical study on whether and how digital technology transformation affects enterprise innovation performance through knowledge creation, puts forward relevant relational assumptions, and builds a theoretical model of the relationship between enterprise digital technology transformation and innovation performance. After empirical analysis by linear regression and structural equation, the research results show that digital technology transformation can significantly affect enterprise innovation performance, and knowledge creation plays a part of intermediary role in this process. Therefore, enterprises need to accelerate the pace of digital technology transformation to improve the ability of knowledge creation and further improve their innovation performance.

**Keywords:** Digital technology transformation, Enterprise innovation performance, Knowledge creation