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ABSTRACT

This study investigates the significance of Enterprise Resource Planning (ERP) systems in modern technological advances at the corporate level. This study emphasizes the role of ERP systems in the context of digital services transformations (DST). The aim of this study is centered on evaluating the integration of ERP frameworks with emerging technologies, analyzing the consequent effect on process automation, and the role of ERP systems in DST. The literature review explores the significance of ERP systems in the digitization of services, utilizing established research theories. Objectified analysis examines the influence of ERP frameworks on operational productivity and innovation. The theoretical framework synthesizes these theories to assess the role of ERP systems in improving agility and fostering competitive advantage. This study will utilize a primary research methodology grounded in quantitative analysis to examine the role of ERP systems in advanced technological services. A positivist approach will be embraced, emphasizing the quantifiable and observable effects of ERP on operational efficiency and development. This study will conduct an empirical evaluation of hypotheses determined from set-up theories relating to technological advancements and ERP, employing deductive philosophy. Statistical techniques, Chi-Square Tests, Correlation, and ANOVA will be used to evaluate relationships between ERP integration and various results, specifically expanded effectiveness, diminished costs, and enhanced agility. The findings of this study give significant insights for undertakings deploying ERP systems integrating with emerging technologies to achieve a competitive advantage and operational agility by digitalization.

Keywords: Digital Process Automation, Emerging Technologies, Service Digitalization, Cloud ERP Solutions, Operational Efficiency

1. INTRODUCTION OF THE STUDY:

This study investigates the significance of ERP systems in encouraging the advanced technical administrations. ERP integrates and coordinates inter-organizational processes involving suppliers and customers, improving information flows and reducing time and costs in communication (Migdadi & Abu Zaid, 2016). This study offers in-depth research of an entities' ERP systems in the context of digital service transformation (DST). Digitization paves way for the digital transformation, for e.g., Facebook demonstrates how using the digital infrastructure new business and business models will be evolved. Facebook today enable to connect billions of

people across the world and offer different digitized services which were not available before DST. The objective of the study is to throw light on ERP structures in improving organizational productiveness, optimizing operational bureaucracy, and cultivating development of automatic transformations inside corporations. The significance of ERP structures within the exchange of digital services has become more and more paramount, as business entities effort to improve operational performance and discover the complexities of digital technology. Virtual system automation, underpinned by Cloud ERP preparations, encourages the optimization of workflows, minimizes manual mediation, and improves by way of and large organizational performance.

During the pandemic it is noticed that many businesses have changed many aspects of doing business. The recent study by BCG states that about 80% of business leaders globally plan to accelerate their digital efforts despite the downturn in business due to pandemic and about 65% of them are expecting to increase the investments in digital transformation projects, Chakraborty et al. (2020). Emerging Technologies (ET) including Artificial Intelligence (AI) and the Internet of Things (IoT), are more and more being integrated with ERP frameworks to encourage the digitalization of offerings. This integration empowers agencies to deliver offerings that might be mapped to consumer wishes and move closer to enhancing purchaser-centricity.

Automation of embedded business processes of ERP systems reduces human intervention and facilitate decision making to a great extent in modern business operations. ERP systems elevate their potential by infusion of emerging technological capabilities. Artificial Intelligence contribute significantly in process reengineering as well as the customisation and automation of business process of ERP systems. Integration of emerging technologies with ERP will create a passage for the evolution of next generation intelligent ERP systems. Artificial intelligence is very significantly revolutionizing traditional company processes through its effective integration and incorporation with Enterprise Resource Planning (ERP) systems, and this integration is gaining substantial traction internationally. By embracing emerging technologies ERP systems integrate new technological evolution including AI, IoT, Cloud Computing, Big Data Analytics, Machine Learning(ML), Predictive Analytics and other new evolutions.

2. SCOPE OF THE STUDY:

The scope encompasses an analysis of the current status of digitization, role of ERP systems in DST, integration of emerging technologies with ERP systems, a significant review of its implications, with an appropriate focus and emphasis on operational performance, and the role of emerging technologies to achieve a competitive advantage and operational agility by digitalization. It also covers various opportunities and challenges that business units need to recognize and address in the context of DST. The quick progression of innovation, coupled with the developing request for digitalization of offerings, presents impressive challenges for organizations striving to support operational proficiency. Conventional frameworks regularly need the essential capabilities to successfully explore the intricacies of modern commerce situations, coming about in noteworthy inefficiencies and a diminished capacity for agility,

Balić et al. (2022). ERP systems are developed with the clear intent of optimizing operational excellence by providing seamless integration of different emerging technologies like AI, IoT, ML, Natural Language Processing (NLP) as well as Cloud Computing. It is primary to make sure that these advances contribute emphatically to present workflows in place of inflicting disturbances, Kutnjak et al. (2020). ERP systems with the help of these emerging technologies attempt to optimise the resource utilization, enhance operational excellence and productivity at different areas that include multiple business and manufacturing units, departments, division, branches, warehouses, service and distribution channels. ERP systems integrate the data collected using different technologies, systems and interfaces and with the help of automation enable seamless data flow for timely decision making thus enabling the optimization at the organisational level. Thus, the scope of this study, certainly, examine the role of ERP in DST in an attempt to achieving operational efficiency and optimizing productivity.



Figure 1: Integration of ERP Systems (Source: Onboarderp.com)

The study will look at a variety of real-world examples of AI usage in the modern business context, integration with ERP systems from a variety of industries to gather and collect beneficial information about best practices and lessons learned. This study evaluates aspects to examine various challenges associated with the possible usage of ERP systems within the setting of digital alternatives in service groups. It emphasizes the basics of optimizing operational efficiency through the seamless and maintainable appropriation and integration of emerging improvements. The research will also very efficiently explore the future developmental prospects and implementation of emerging technologies as part of ERP systems in the Indian business context, taking technological advancements, industry trends, and legal frameworks into account.

3.0 LITERATURE REVIEW:

The prevailing research can be educated through the Diffusion of Innovation theory, a device that analyzes the transient designs of innovation selection in inner organizational contexts. This theory is especially pertinent to comprehending the appropriation and implementation of employer-ERP frameworks inside the context of DST. This concept through which

improvements are dispersed and embraced at diverse organizational ranges. The theoretical device will encourage the research of different variables, counting the traits of development, communicate channels, and social systems, which altogether affect the speed and adequacy of integrating emerging technologies with ERP system in DST.

Digital Process Automation (DPA) on the operational efficiency of organizations implementing ERP Systems:

According to Baiyere et al. (2020) the primary goal of this is based on the effect of DPA on the operational productivity of organizations that have ERP systems. DPA, or digital manner mechanization, pertains to the software of mechanical preparations aimed at automating complex change forms and capacities that embody multiple levels and necessitate human inclusion. ERP frameworks are the foundation machines for organizational operations. The consolidation of virtual process automation (VPA) within these frameworks can improve operational productivity through streamlining workflows, moderating manual mistakes, and significantly diminishing handling instances. By robotizing tedious and time-intensive assignments, DPA empowers organizations to optimize the allotment of assets, eventually driving expanded efficiency and proficiency. This objective will concentrate on an orderly investigation of specific cases in which Digital Process Automation has been coordinated into Enterprise Resource Planning systems. The examination will assess the quantifiable improvements in operational execution, counting diminishments in lead times, taking toll reserve funds, and increments in throughput. This thought will explain the degree to which DPA encourages the fulfillment of operational brilliance inside organizations that utilize ERP frameworks.

ET in enhancing the capabilities of Cloud ERP Solutions for service digitalization:

As per Alsharari, (2021), the objective of this consideration is to examine the impact of rising advances on the upgrade of ERP arrangements within the setting of benefit digitalization. Developing innovations, including AI, ML, and IoTs, are essentially changing commerce operations by advertising advanced devices and capabilities that were already inaccessible. The combination of those advances with Cloud ERP arrangements encourages groups' capacity to apply real-time records, expect styles, and assist the selection-making manner primarily based on educated research by using Cichosz et al. (2020). This goal will investigate the combination of growing improvements in inner Cloud corporation resource planning frameworks and their part in encouraging computerized alternatives in gain shipping. This ponder seeks to research present-day patterns and improvements so that it will explain the strategies using which these improvements improve the adaptability, adaptability, and usefulness of ERP frameworks. The investigation will even examine the ways wherein those progressions assist agencies in efficaciously addressing consumer demands, adjusting to market variances, and maintaining an aggressive advantage.

ERP integration with ET to achieve seamless digital transformation in service delivery:

Gonçalves et al. (2022), discuss that the third area is to explain excellent practices for the mixing of ERP frameworks with eminent improvements, eventually encouraging a cohesive superior transformation in the conveyance of offerings. Digital Service Transformation refers to integration of digital technology in service delivery operations that bring changes in how customer service operations. As businesses draw closer to virtual equipment and technologies, the combination of these improvements with existing ERP frameworks gets to be basic for encouraging a seamless transition and optimizing the advantages associated with virtual transformation. This study goal is to research the challenges and opportunities that stand up from the integration of companies useful resource planning frameworks with rising technologies, counting blockchain, advanced analytics, and robot method automation (Szopa & Cyplik, 2020). Through an exam of possible integration methods and systems, these investigation factors provide viable tips for groups endeavoring to capitalize on ERP systems inside the context of their overarching automatic change initiatives. The objective is to create a comprehensive device that facilitates companies in synchronizing their advanced exchange tasks with their organization's useful resource-making plans capabilities to obtain ideal provider shipping.

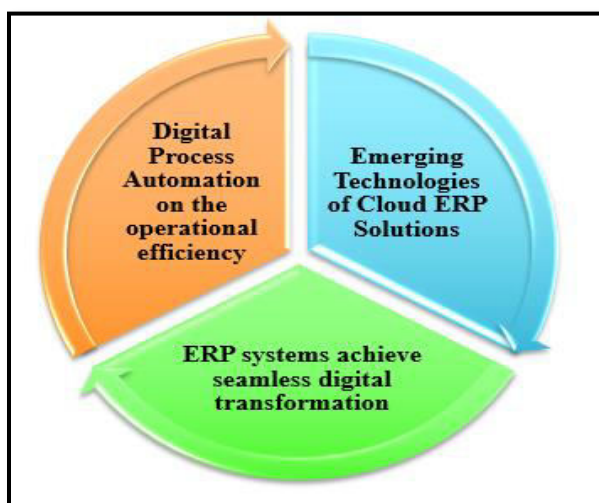


Figure 2: Theoretical framework (Source: Self-created)

3.1 LITERATURE GAP:

The existing body of literature concerning the role of ERP frameworks within the transformation of digital services has comprehensively tended to the specialized dimensions and advantages related to ERP implementation (ILIESCU, 2020). This discourse includes various elements such as handling automation, the integration of emerging technologies, and the utilization of cloud-based solutions. A considerable gap persists within the comprehension of particular challenges and optimal practices related to the integration of these innovations within existing ERP systems. This gap hinders the achievement of a seamless advanced transformation. Furthermore, although enhancements in operational productivity are frequently discussed, there exists a lack of research regarding how these changes are accomplished over

different industries and organizational dimensions. This study seeks to address existing gaps in the literature by examining practical integration strategies and their impacts on the method of benefit digitalization.

4.0 OBJECTIVES OF THE STUDY:

The main objectives with which the study deal with are:

- To evaluate impact of Emerging Technologies (ET) on the operational efficiency of organizations implementing ERP systems.
- To explore the role of Emerging Technologies in enhancing the capabilities of Cloud ERP Solutions for service digitalization.
- To identify best practices for integrating ERP systems with new technologies to achieve seamless digital transformation in service delivery.

Through quantitative analysis, this paper eventually aims to explore the current landscape of role of ERP in digital services transformation. By thorough examination the research seeks to identify the impact, role and best practices associated with the integration of emerging technologies with ERP systems with the intent of enhancing operational efficiency and achieve seamless digital transformation in service delivery processes. The study aims to offer valuable insights and recommendations for organizations looking to integrate emerging technologies with ERP systems while opting for DST.

5.0 HYPOTHESIS OF PRESENT STUDY:

Hypothesis 1:

Null Hypotheses (H0):

- ❖ There is no significant relationship between emerging technologies and operational efficiency of organizations implementing ERP systems.

Alternative Hypotheses (H1):

- ❖ There is a significant relationship between emerging technologies and operational efficiency of organizations implementing ERP systems.

Hypothesis 2:

Null Hypotheses (H0):

- ❖ There is no significant relationship between emerging technologies and enhancing the capabilities of Cloud ERP solutions for service digitization.

Alternative Hypotheses (H1):

- ❖ There is a significant relationship between emerging technologies and enhancing the capabilities of Cloud ERP solutions for service digitization.

Hypothesis 3:

Null Hypotheses (H0):

- ❖ There is no significant relationship between emerging technologies and achieving seamless digital transformation in service delivery.

Alternative Hypotheses (H1):

- ❖ There is a significant relationship between emerging technologies and achieving seamless digital transformation in service delivery.

6.0: METHODOLOGY OF THE STUDY:

6.1 Research Design

An experimental design is employed to investigate the changes in commercial forms and organizational behavior that emerge from the usage of ERP systems. Future investigation efforts will concentrate on the mechanisms through which Digital Service Automation and Emerging Technologies contribute to the upgrade of operational efficiency and the digitization of services within ERP frameworks Asmaganbetova et al. (2022). This study will assess the impact of Cloud Enterprise Resource Planning arrangements on the optimization of operational forms and the viable assignment of resources. This study will survey the adequacy of ERP usage in facilitating computerized transformation and upgrading general business performance within a quickly advancing technological landscape.

6.2 Research Approach

A positivist approach is adopted, highlighting the quantifiable and observable impacts of Enterprise Resource Planning frameworks on operational efficiency and organizational advancement Stich et al. (2020). The research will quantitatively survey the impacts of Digital Process Automation, Emerging Technologies, and Cloud ERP solutions on the digitalization of administrations and improvements in productivity. This study will impartially assess the effect of ERP usage on organizational performance and operational forms through a thorough examination of observational information and factual methodologies. This methodology will encourage a more comprehensive understanding of the mechanisms through which ERP frameworks will catalyze digital change and increase operational proficiency in diverse industries.

6.3 Research Philosophy

A deductive philosophical approach is utilized to educate the research methodology, commencing with well-established speculations regarding the role of ERP frameworks in the transformation of digital services. Theories will be developed based on the extant body of knowledge about Digital Process Automation, Emerging Technologies, Service Digitalization, and Cloud ERP Arrangements, Koumas et al. (2021). These hypotheses will hence be evaluated through observational research to investigate their effects on operational productivity. Through the application of a systematic methodology, this study will approve or refine existing theories, subsequently contributing to an improved understanding of the mechanisms by which Enterprise Resource Arranging frameworks encourage digital transformation and enhance organizational execution.

6.4 Sampling Method, Data Collection, Analysis and Techniques

A sample size of 100 participants is obtained through random sampling methodologies to guarantee a diversity of perspectives regarding the impact of ERP frameworks. The primary data collection process will encompass the organization of surveys and the conduct of interviews with organizations that implement ERP systems, Zakharkina et al. (2022). This approach will get comprehensive experiences regarding their encounters with Digital Process Automation, Emerging Technologies, and Cloud-based ERP Solutions. This data will explain the impacts of service digitalization on operational efficiency. It will deliver a thorough analysis of the efficacy of ERP frameworks within the optimization of organizational overall performance. Statistical methodologies, including Chi-Square Tests, correlation analyses, and ANOVA, will be utilized to assess the impacts of ERP integration on basic results, specifically operational efficiency, cost reduction, and organizational agility. Through a systematic examination of the connections between ERP frameworks and the aforementioned variables, this study will explain the contributions of Digital Process Automation, Emerging Technologies, and Cloud ERP Solutions to the process of service digitalization (Özkanlısoy & Akkartal, 2021).

7.0 RESULTS AND DISCUSSION

7.1 Demographic Analysis

7.1.1: ERP in Digital Services Transformation (DST)

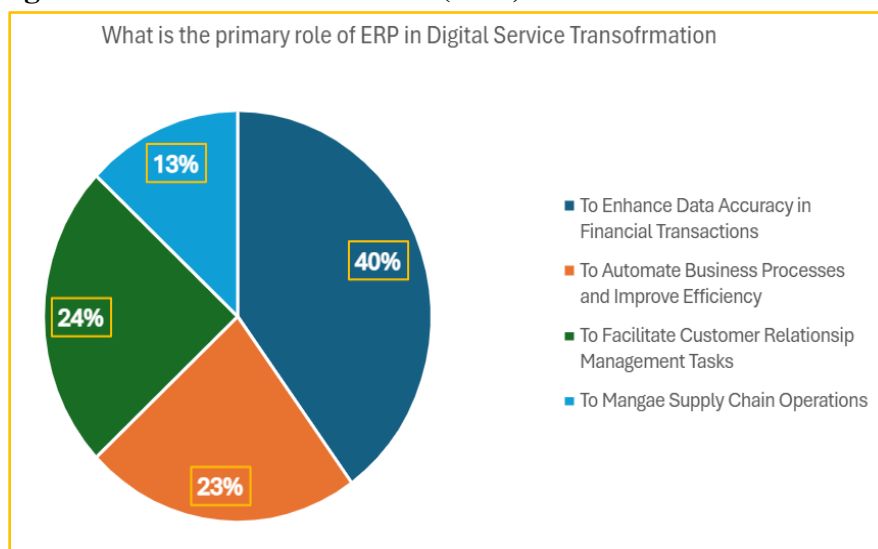


Figure 3: ERP in Digital Services Transformation (Source: Self-created)

The chart depicts the primary role of ERP systems in transformation of virtual offerings. A major group of participants, around 40%, perceived that the primary role of ERP in DST would be to enhance data accuracy in financial transactions. Automation is the first and primitive characteristic of digital service transformation and ERP automation supports all phases of DST. A substantial portion of about 23% felt business process automation and improvisation of

operational efficiency is the primary role of ERP in DST. Facilitating Customer relationship management tasks by automation and adopting emerging technologies to optimise CRM tasks is considered as one of the key roles of ERP in DST by 24% of the participants. While a minority of respondents (13%) perceive ERP primarily to manage the supply chain operations. Thus the shared valuable inputs suggests a widespread acknowledgment of the value of ERP systems in enhancing the efficiency of multiple operational facets, attainment of enhanced operational efficiency and for facilitating initiatives related to digital service transformation.

7.1.2: Business Model Innovation in Digital Services Transformation (DST)

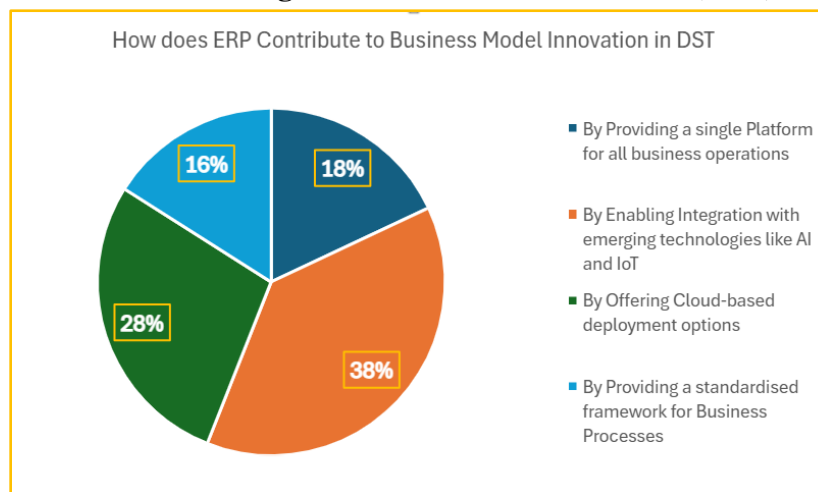


Figure 4: Business Model Innovation in DST (Source: Self-created)

The chart outlines the role of ERP systems in encouraging commerce and demonstrating advancement amid the change in computerized administrations. ERP suites combine multiple functionalities and help organizations perform tasks and processes more efficiently (Beheshti, 2006). Business Model Innovation, can be defined as “designed, novel and non-trivial changes to key elements of a firm's business model and/or architecture linking these elements” (Foss & Saebi, 2017). Business Models focus on how technical systems, like ERP's, and organizational operational models, with a focus on processes, key activities and tasks are combined to create and provide value (Al-Debei & Avison, 2010). Firms are looking to gain a competitive advantage by re-formulating their business model (BM) through experimentation and innovation (Weking, Hein, & Bohm, 2020).

The major segment, accounting for 38%, perceives the enablement of integration with emerging technologies as the key contributor of ERP as business model innovation in DST. This specific approach is believed to encourage consistency and improve productivity over organizational operations. Around 28% of the participants consider that ERP contributes to BM Innovation in DST by offering cloud based deployment options. The arrangement of providing a single platform for all business operations is opted by 18% of the participants. The option of providing a standardized framework for business processes is opted by 16%, underscores the essential part of ERP in increasing firms capabilities and promoting advancement.

7.1.3: Cloud-based ERP solutions in Digital Services Transformation

The chart illustrates the primary advantage associated with the implementation of cloud-based ERP solutions in the context of DST. A significant proportion (36%) of respondents identifies enhanced flexibility and scalability as the primary advantage of cloud-based ERP systems, enabling organisations to adopt and catchup with new avenues quickly, without hurdles and interruptions and without bearing huge infrastructure costs. The enhancement of data security, integrity and accessibility include enabling granular controls, and multiple layers of security protections for ensuring no comprise on data and policy compliance, accounting for 23% is also of considerable significance, indicating the imperative of safeguarding information within cloud environments. Latest cloud based offerings including “Software-as-a-Service” (SaaS) and “Infrastructure-as-a Service” (IaaS) enable upfront onetime cost savings. Service provider will charge only subscription charges to avoid huge capital investment outflows. In addition to this cloud ERP reduces operational expenses by optimizing resource utilization and automation of operational processes. 19% of participants considered reduced upfront costs and faster deployment procedures as the key benefit of cloud-based ERP solutions in DST.

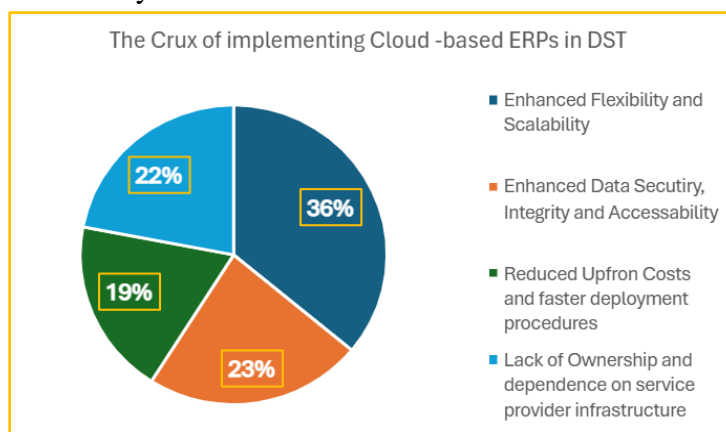


Figure 5: Cloud-based ERP Solutions in DST (Source: Self-created)

Lack of ownership and dependence on service provider infrastructure is considered by around 22% as the crux of cloud-based ERP in DST. The service provider will be in full control of the software product available under SaaS, leaving no room for service utilizers on productivity, change in features and future trends, considered as an unfavorable aspects of Cloud ERP systems. This suggests that, while cloud ERP offers a multitude of advantages, it simultaneously presents challenges related to dependency on infrastructure and limitations of lack of ownership.

7.2 Non-demographic Data Analysis (SPSS)

Descriptive Statistics (DS)

In the given descriptive records, the announcement "enforcing ERP structures appreciably improves the performance and effectiveness of digital offerings" has the bottom mean cost of 1.89, indicating a more potent agreement amongst respondents. It additionally has the lowest eminent deviation of 1.118, displaying less variability in responses. This indicates that most

respondents consistently agree with the wonderful effect of ERP on efficiency and effectiveness. Conversely, the announcement "The complexity of ERP systems frequently hinders the digital transformation technique in agencies" has the very best eminent deviation of 1.422, indicating extra diverse critiques. The decrease implies that 1.72 still reflects an eminent agreement however with less consensus. The various evaluations might stem from exclusive organizational reports with ERP complexity justifying the variability.

Descriptive Statistics(DS)					
	N	Minimum	Maximum	Mean	Std. Deviation
ERP systems are essential for enabling digital services transformation within an organization.	100	1	5	2.35	1.321
Implementing ERP systems significantly improves the efficiency and effectiveness of digital services.	100	1	5	1.89	1.118
The complexity of ERP systems often hinders the digital transformation process in organizations.	100	1	6	1.72	1.422
ERP systems provide the flexibility needed to adapt to changing digital service demands.	100	1	5	1.96	1.286
The cost of implementing and maintaining ERP systems outweighs the benefits of DST.	100	1	5	2.32	1.302
Valid N (listwise)	100				

Chi-square

The Chi-square test consequences suggest considerable relationships in the records. The Pearson Chi-square value is 205.185 with 16 levels of freedom and an asymptotic significance (p-value) of 1.000, displaying a robust statistical association among the variables. The likelihood ratio, additionally quite extensive at 159.424, reinforces this affiliation. The linear-via-linear affiliation value of 71.713 shows a widespread linear fashion. However, 80% of cells have an anticipated count of less than five, with a minimal predicted count number of 0.24. This excessive percentage of low expected counts may compromise the test's validity, as Chi-square tests require large expected frequencies for accuracy.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	205.185 ^a	16	.000
Likelihood Ratio	159.424	16	.000
Linear-by-Linear Association	71.713	1	.000
N of Valid Cases	100		
a. 20 cells (80.0%) have an expected count of less than 5. The minimum expected count is .24.			

Correlation

The correlation matrix shows strong relationships among all variables, with all Pearson

correlation coefficients being substantial at the 0.01 degree. The highest correlation is among "permitting digital services transformation" and "ERP structures outweigh the benefits in virtual services transformation," with a cost of 0.992, indicating a near-best nice relationship. The bottom correlation is among "Hinders the virtual transformation method in organizations" and "ERP systems outweigh the benefits in digital services transformation," with a fee of 0.851, which, even as nonetheless robust, is the weakest of a few of the given correlations. These high correlations recommend that perceptions of ERP systems' roles are closely interconnected across specific aspects of virtual transformation. (Appendix 2)

Regression

The regression value consequences imply that the model is noticeably good sized ($F = 1471.719$, $p = 2.000$), suggesting that the predictors collectively explain an extensive part of the variance within the based variable, "ERP systems are critical for allowing virtual services transformation." The regression sum of squares is 170.007, which is an awful lot higher than the residual sum of squares (2.743), indicating that most of the variation is defined with the aid of the version in preference to random errors, confirming the version's robustness.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	170.007	4	42.502	1471.719	.000 ^b
	Residual	2.743	95	.029		
	Total	172.750	99			
a. Dependent Variable: ERP systems are essential for enabling digital services transformation within an organization.						
b. Predictors: (Constant), The cost of implementing and maintaining ERP systems outweighs the benefits in digital services transformation., The complexity of ERP systems often hinders the digital transformation process in organizations., Implementing ERP systems significantly improves the efficiency and effectiveness of digital services., ERP systems provide the flexibility needed to adapt to changing digital service demands.						

Reliability Statistics

The Reliability statistics show a Cronbach's Alpha of 0.944 for 3 objects, indicating exquisite internal consistency among the objects. A Cronbach's Alpha above 0.9 shows that the gadgets measure the same underlying construct very reliably. This excessive stage of reliability ensures that the responses are constant and that the size is dependable for measuring the construct related to the gadgets. This type of robust alpha value supports using this scale in addition to analysis and decision making.

Reliability Statistics	
Cronbach's Alpha	N of Items
.944	3

Hypothesis Testing:

Objective 1: To evaluate the impact of ET on the operational efficiency of organizations implementing ERP systems.

Hypothesis result: Positive non- directional Hypothesis

Rationale: The hypothetical cost of 16.902, coupled with an incredibly significant co-difference value of 2.09 (L) and 2.61 (U) and a mean distinction of 1.890, strongly indicates that ERP structures notably improve the efficiency and effectiveness of virtual offerings inside agencies. ET while incorporated with ERP structures, are in all likelihood to in addition enhance operational efficiency, aligning with the observed effective impact. This outcome helps the perception that those technologies contribute definitely to the general operational overall performance of companies implementing ERP systems.

Objective 2: To explore the role of Emerging Technologies in enhancing the capabilities of Cloud ERP Solutions for service digitalization.

Hypothesis result: Positive directional Hypothesis

Rationale: With a hypothetical value of 17.790, a lower co-difference value of 1.67 (L) and 2.11(U), and a mean difference of 2.350, the evidence strongly shows that ERP systems are essential for digital transformation. The enhancement of Cloud ERP abilities complete rising technologies is consequently expected to be tremendous. This positive dating helps the speculation that rising technology play an essential function in advancing the talents of Cloud ERP answers, making them more powerful in digitalizing services inside agencies.

Objective 3: To identify best practices for integrating ERP systems with new technologies to achieve seamless digital transformation in service delivery.

Hypothesis result: Null or non-directional Hypothesis

Rationale: The test value of 12.096, with a substantial co-difference value of 1.44 (L) and 2.00 (U) and an average distinction of 1.720, shows that whilst ERP structures make contributions positively, their complexity can occasionally avoid the digital transformation procedure. This objective is exploratory, aiming to become aware of the fine practices for integrating ERP structures with emerging technology. Since it does now not expect a specific outcome but seeks to understand the select integration techniques, it's far accurately labeled as a non-directional speculation.

7.0 LIMITATIONS OF THE STUDY:

The study may have several shortcomings. The size of the respondents, one hundred only, may not be adequate enough to throw light and form a widely accepted opinion on the role of ERP in digital services transformation and conclusively decide on its impact on attaining competitive

advantage and optimizing operational efficiency. Moreover, the study attention on quantitative strategies may not take into account the qualitative insights into the nuanced challenges and successes of ERP integration. The results validity and reliability is definitely affected by the ambiguity posed by the subjective interpretations and bias based survey findings.

The threat to external validity might be the use of a sample that might not reflect real-world conditions. Ever changing technology changes will confine the study conclusions to limited time period only. The results are subject to impact of timing of the intervention as part of the study. Online survey might not ensure the actual sample representation and data security. These boundaries advocate the need for further research with a broader pattern and blended-method strategies to decorate the generalizability and intensity of the findings. Knowing and considering these limitations will definitely help to contextualize the results and consequences of this study.

8.0 CONCLUSION AND RECOMMENDATIONS

8.1 Conclusion

The importance of ERP frameworks in the trade of superior administrations is becoming increasingly paramount, as businesses enhance operational performance through the mechanization of advanced techniques and the digitization of services. Through the utilization of developing improvements, counting artificial intelligence, gadgets gaining knowledge of, and the Internet of Factors (IoT), ERP frameworks are undergoing a metamorphosis that expands beyond their conventional functionalities. Digital transformation provide multiple benefits across different aspects of business operations. This advancement encourages the combination of superior abilities pointed at optimizing commercial enterprise methods and improving selection-making efficacy.

The execution of advanced system automation encourages corporations to diminish the dependence on guide duties, finally lowering the prevalence of mistakes and upgrading typical productivity. This transformation appreciably improves operational productiveness by facilitating expedited response instances, optimizing useful resource management practices, and enhancing customer encounters. Rising innovations altogether improve operational proficiency by way of encouraging predictive analytics and sensible computerization, thereby cultivating the improvement of extra knowledgeable and agile enterprise techniques.

The fulfillment of seamless advantage digitalization necessitates comprehensive arranging, a clear comprehension of organizational requirements, and a continuous model for revolutionary advancements. The combination of ERP frameworks with virtual innovations gives staggering openings for companies aiming to keep their aggressive advantage in an increasingly advanced landscape.

8.2 Recommendations

The execution of computerization in employer aid-making plan frameworks has the potential to

optimize operational bureaucracy, relieve the rate of guide mistakes, and enhance typical efficiency (Khan, 2020). This calls for an essential approach for spotting paperwork appropriate for robotization and adjusting this paperwork with organizational objectives to improve operational performance.

Organizations ought to prioritize the integration of growing technology, along with synthetic insights, machine learning, and the Internet of factors, to increase the functionalities of company aid-making plans frameworks (Ivanović & Marić, 2021). Those innovations have the potential to create predictive insights, ultimately encouraging upgraded selection-making forms and advancing extra responsive service delivery. The joining of AI-pushed analytics into ERP frameworks has the potential to enhance operational productivity by encouraging real-time records evaluation and optimizing resource management strategies. The appropriation of Cloud ERP answers constitutes important advice for cultivating adaptability, adaptability, and non-stop innovation, Liutkevičienė et al., (2022).

Cloud-primarily based systems facilitate greater gifted enhancements, reduce infrastructure prices, and increase upgraded collaboration among different departments. To maximize the blessings related to benefit digitalization, corporations have to ensure that their ERP frameworks have versatility and are capable of coordinating rising technologies. Groups should cultivate a lifestyle of continuous studying and flexibility to hold their competitive side in increasingly superior surroundings. This approach is essential to guarantee that employer asset making plans and arrangements are adjusted with advancing change stipulations and headways in innovation.

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Appendices

Appendix 1: Questionnaire

- 1. What is the primary role of ERP in digital services transformation?**
 - a) To Enhance Data Accuracy in Financial Transactions
 - b) To Automate Business Processes and Improve Efficiency
 - c) To Facilitate Customer Relationship Management Tasks
 - d) To Manage Supply Chain Operations
- 2. How does ERP contribute to business model innovation in digital services transformation?**
 - a) By providing a single platform for all business operations
 - b) By enabling integration with emerging technologies like AI and IoT
 - c) By offering cloud-based deployment options
 - d) By providing a standardized framework for business processes
- 3. What is a key benefit of implementing cloud ERP solutions in DST?**
 - a) Enhanced Flexibility and Scalability
 - b) Enhanced Data Security, Integrity and Accessibility
 - c) Reduced Upfront Costs and faster deployment procedures
 - d) Lack of Ownership and dependence on service provider infrastructure
- 4. ERP systems are essential for enabling digital services transformation within an organization.**
 - a) Agree
 - b) Disagree
 - c) Neutral
 - d) Strongly-Agree
 - e) Strongly-Disagree
- 5. Implementing ERP systems significantly improves the efficiency and effectiveness of digital services.**
 - a) Agree
 - b) Disagree
 - c) Neutral
 - d) Strongly-Agree
 - e) Strongly-Disagree
- 6. The complexity of ERP systems often hinders the digital transformation process in organizations.**
 - a) Agree
 - b) Disagree

- c) Neutral
- d) Strongly-Agree
- e) Strongly-Disagree

7. ERP systems provide the flexibility needed to adapt to changing digital service demands.

- a) Agree
- b) Disagree
- c) Neutral
- d) Strongly-Agree
- e) Strongly-Disagree

8. The cost of implementing and maintaining ERP systems outweighs the benefits of DST.

- a) Agree
- b) Disagree
- c) Neutral
- d) Strongly-Agree
- e) Strongly-Disagree

Appendix 2: Non-demographic data result by SPSS

Correlations						
		Enabling digital services transformation	Improves the efficiency and effectiveness of digital services.	Hinders the digital transformation process in organizations.	Flexibility is needed to adapt to changing digital service demands.	ERP systems outweigh the benefits of digital services transformation.
Enabling digital services transformation	Pearson Correlation	1	.861**	.859**	.900**	.992**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Improves the efficiency and effectiveness of digital services.	Pearson Correlation	.861**	1	.863**	.959**	.864**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Hinders the digital transformation process in organizations.	Pearson Correlation	.859**	.863**	1	.922**	.851**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100

Flexibility is needed to adapt changing digital service demands.	Pearson Correlation	.900 ^{**}	.959 ^{**}	.922 ^{**}	1	.900 ^{**}
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
ERP systems outweigh the benefits of digital services transformation.	Pearson Correlation	.992 ^{**}	.864 ^{**}	.851 ^{**}	.900 ^{**}	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).						