

Internationalization of enterprises in the conditions of digital business transformation

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Abstract

Digital transformation is a phenomenon, compared to the industrial revolution in terms of qualitative changes in the economic and social life of societies. The current article investigates the impact of this phenomenon on the internationalization of companies, since the development of information and communication technologies eased the access to different markets, regardless of their geographical location. The spread of digital technologies (big data, artificial intelligence, the Internet of Things, cloud computing, etc.) is far from just an evolution of information technology; it impacts all company activities, business models, boundaries, cultures and value chains. Digital transformation has created "born global" enterprises and plays a significant role in the development of corporate strategies for internationalization.

Key words: internationalization, digital transformation

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