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The Role of Digital Alignment and Strategic Flexibility in Shaping Business Model Efficiency

Marco Balzano, Andrea Ciacci and Giacomo Marzi

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Abstract

The purpose of this study is to explore the relationship between digital alignment and business model efficiency in small and medium-sized enterprises (SMEs) in the manufacturing industry in Italy. Digital alignment is operationalized as comprising both strategic decision support and operational support. The research employs a quantitative approach, using regression analysis and a necessary condition analysis on a sample of Italian SMEs. The results show that digital alignment, both in terms of strategic decision support and operational support, enhances business model efficiency. Additionally, the study finds that strategic flexibility strengthens the relationship between strategic decision support and business model efficiency. This study is among the first to operationalize digital alignment as comprising both strategic decision support and operational support, and it sheds light on the role of strategic flexibility in the relationship between digital alignment and business model efficiency.