

Chapter 3

Research Methodology

This research adopts mixed research methodology. The details about the research method as follows:

1. Research design
2. Population and sample size
3. Research instruments
4. Data collection
5. Data analysis

Research Design

Firstly, to study the background and problems of this subject, the theoretical and practical significance is checked out, and the current research status, research review and research methods adopted by domestic and foreign scholars in related fields are fully interpreted.

Firstly, the paper aims to establish a strong theoretical foundation by utilizing the contingency theory and resource-based theory as its starting point. These theories form the basis for the theoretical analysis of the research problem and set the stage for the subsequent examination of the current situation. The next step involves conducting an in-depth analysis of the digital development status of A Fund Management Company. This analysis will be carried out through a combination of field research, interviews with senior executives, and questionnaires. The objective is to gain a comprehensive and unbiased understanding of the company's fundamental aspects, including its organizational structure, operations, the reality of its digital development, and the challenges faced during the digital transformation process

Thirdly, empirical analysis focuses on assessing the necessity and feasibility of implementing digital transformation for A Fund Management Company. This involves conducting a SWOT analysis to objectively evaluate the macro environment, industrial environment, and internal environment of the company with respect to its digital transformation. The TOWS Matrix is then utilized to determine the optimal digital transformation strategy for A Fund Management Company. Finally, specific recommendations for the digital transformation strategy are provided. Please note

that I made some assumptions in the paraphrased version to improve readability and coherence. If you have specific context or requirements, feel free to provide more details, and I can tailor the paraphrased version accordingly.

Guidelines were proposed to implement digital transformation strategies for A Fund Management Company. The analysis and summary of the objectives and basic principles of A Fund Management Company's digital transformation suggested the implementation of digital transformation by having 5 experts evaluate the consistency, suitability, feasibility, and usefulness of the established guidelines. Through the analysis and summary of the objectives and basic principles of A fund Management Company digital transformation, it is suggested to implement digital transformation measures from three aspects, including company, business and function. Starting from the four aspects of optimizing the governance mechanism, building the technical foundation, building the talent team and cultivating the corporate culture, the proposed strategies and measures lay a solid foundation.

Population and Sample Size

This research takes A fund Management Company as the case study, and mainly studies the basic situation, organization structure, operation situation and the reality of digital development of A fund Management Company. In the form of interview, 5 senior executives and field survey and 50 employees were selected for questionnaire.

Research Instruments

1. Questionnaire

To study the status of a fund management company in terms of digital transformation, the researchers utilized a questionnaire and created questions based on an analysis of academic literature. Digital transformation was evaluated through eight specific items that assessed the company's proficiency in utilizing digital technologies in its operations. The items presented in Table 3.1 were used to establish a clear definition of digital transformation and digital strategy within the company.