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Master Thesis Defense

Entitled

*DIGITAL TRANSFORMATION IN LOCAL GOVERNMENTS: A CASE STUDY OF ABU-DHABI
MUNICIPALITY TRANSPORT DEPARTMENT*

BY

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Abstract

The new generation is rapidly adapting to the digital era, where government and private services are being transformed into electronic services, commonly known as E-services. Cities are leveraging digitalization to streamline their business processes and business services. This digitalization has improved service delivery time and quality for individuals. With digitalization, business processes align with technology, enhancing performance and customer satisfaction. However, there are challenges associated with digitalization, particularly people working in various municipality departments who find it challenging to adapt to digitization. Employees may take time to adjust to the new techniques and technologies, which may hamper the actions of the municipality departments. Therefore, the main objective of this research proposal is to investigate the benefits of digital transformation in different departments of local municipalities. In this research, we will use qualitative and quantitative methods for data collection through surveys. The study will be conducted in the Transport Department of Abu Dhabi Municipality, targeting the employees and customers in the Abu Dhabi and Al Ain centers. The results indicate that around 86% of the respondents believe that service delivery has improved due to digital transformation, with 96% of the participants considering digital transformation essential. Customer satisfaction is closely linked to the development of online service, and a considerable percentage of respondents confirm that service delivery time and efficiency have significantly improved due to digital transformation. Finally, a reference framework for digital transformation will be presented, and discuss the result outcomes based on this reference framework.

Keywords: Digitalization, City transport services, Municipality departments, Smart cities.