

The College of Graduate Studies and the College of Information Technology
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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 people generation is getting used to digitalization in which government and private services are converted to electronic services (E-Services). For individuals, digitalization improves service delivery time and quality. Digitalization aligns business processes with technology and improves performance and customer satisfaction. However, there are specific issues with digitalization. For example, people working in various municipality departments find it challenging to adapt to digitization. Time taken by employees to adjust to the new techniques and technologies can hamper the actions of the municipality departments. The primary purpose of this research proposal is to understand the benefits of digital transformation of local municipalities' different departments. Cities apply digitalization to streamline their business processes and business services. In this research, we will use qualitative and quantitative methods for data collection through surveys. We will apply this study to the Transport Department of Abu Dhabi Municipality. The survey will target the employees of Abu-Dhabi and Al-Ain centers. We will also use interviews to collect qualitative data. The results include about 86% of the respondents who have stated that service delivery improves due to implementing digital transformation. About 96% of the participants stated that digital transformation was essential. Customer satisfaction depends on online service development. A high percentage of respondents agreed that service delivery time and efficiency have significantly improved due to digital transformation.

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