

Tim Bottke

Associate Professor of Practice



Knowledge Group: Strategy and Operations

Research Domains: Digital Transformation

Teaching Domains: Digital Transformation, Strategic Management

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Articles in Scholarly Journals

Do You Really Know The Financial Impacts of Your Digital Transformation?

BOTTKE, T., D. K. MANOLATOS, G. TROILO, "Do You Really Know The Financial Impacts of Your Digital Transformation?", Harvard Business Review, 20 April 2023

Practice-Oriented Books

Digital Transformation Payday: Navigate the Hype, Lower the Risks, Increase Return on Investments

BOTTKE, T. - "Digital Transformation Payday: Navigate the Hype, Lower the Risks, Increase Return on Investments" - 2022, John Wiley & Sons