

Assessment Area	Weight	Score 0 to 5	Weighted Score
Coverage of Knowledge Base	3.25	3	9.75
Introducing the idea	2.25	3.25	7.31
Analytical and Synthesis of Ideas and Application	3.5	3.25	11.38
Clarity of writing and Writing Technique	1	3.5	3.50
(a) Total Weighted Grade x2 (%):			63.88
(b) Presentation Quality Factor:			0.95
(c) FINAL GRADE (a) x (b) = (c):			60.68

Kathy, you have some interesting information presented that is organized in a logical way that leads your reader to an understanding the technologies at play – you had, however, an opportunity to expand on both the value and the challenges of digital transformation. While you have some good research that leverages a number of perspectives, I did notice a strong reliance on some sources such as the Freshdesk blog as well as limited use of peer reviewed material. You can make your paper even stronger by expanding the depth of your research as well as your discussion of implications. I also noted that there were sources in your bibliography that you did not cite in your paper – I cannot see how this research informed your writing.

You have some foundation that you can build forward your concept paper from as you narrow your focus to consider a concept that you can introduce into an organization. You may want to step back and consider the challenge here is not in digitization but rather in our human capital. This can be a helpful distinction as you consider overcoming the challenges of digital transformation. You have spoken a lot about the technologies... what are the OD issues that need to be addressed? In

answering this question you can move towards clarity of concept for your next paper.

Your report had a clear layout... do watch for errors in your introduction – you had an incomplete sentence and some repetition that hurt the first impression of your paper. Also, watch switching to point form for one section (i.e. big data) only. In a couple of spots, you included direct quotations that were not noted as such – in each occasion you did cite a source but did not include quotations such that it appears as though these are your words. I have considered this a citation error rather than plagiarism as I don't think this is your intent – do, however, aim to be conscious to always mark direct quotations.