

THE DEVELOPMENT OF HUMAN CAPITAL IN THE CONTEXT OF DIGITAL TRANSFORMATION AND ITS IMPACT ON ORGANIZATIONAL CULTURE

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SUMMARY

In an era where technology is reshaping the socio-economic landscape, understanding the complex interplay between digitalization and cultural evolution has become more critical than ever. From this perspective, the present study explores the strategic alignment of digital transformation and human capital development as a foundation for strengthening organizational resilience. The discussion navigates through the domains of technology adoption, innovation, and change management, exploring how these factors both shape and are, in turn, shaped by human capital and organizational culture. The development of human capital stands as a central pathway in advancing toward a new social paradigm, while organizational culture provides the essential basis that sustains successful digital transformation by integrating new values, norms, and routines that foster learning, collaboration, and accountability.

Building on these considerations, the research establishes a conceptual framework that underscores the importance of human-centered digital transformation in strengthening adaptive capacity in response to new realities. Through a narrative review of the scholarly literature, the study integrates empirical evidence, theoretical insights, and policy perspectives to analyze the interconnections between digital transformation, human capital, digital skills, and organizational culture. The findings indicate that successful digital transformation extends beyond technological upgrades, requiring continuous investment in the development of human capital and the cultivation of an adaptive and innovative organizational culture. These perspectives provide practical guidance on aligning digital investments with workforce development and inclusive change processes, highlighting the human dimension of digital transformation. The study concludes that a comprehensive digital transformation strategy grounded in human capital development is essential for building resilient organizations capable of navigating the complexities of contemporary society.