

ABSTRACT

The rapidly changing digital landscape forces organizations to competitively struggle for restructuring to increase business efficiency. Along with the restructuring, organizations must maintain their reputation in the digital sphere. This phenomenon makes it more likely that organizational change must be quick and precise. Therefore, we conduct research for organizational restructuring using network analysis and digital reputation to emphasize the impact on performance and continuity. A case study of an IT organization is performed. The result shows that organizational network analysis and digital reputation are directly proportional to restructuring, but there are different value levels for key nodes.

Keywords—network analysis, organizational network analysis, digital reputation, organizational restructuring