

Digital transformation is the process of transition from an analog to a digital age, where organizational processes, business models, and people's interactions happen online. The COVID 19 pandemic has accelerated this process, changing our reality. It is important to understand how digital transformation impacts organizational identity. The way we identify an organization influences our engagement, efficiency, and affiliation. The way environment identifies an organization influences its recognition, legitimacy, and enduring relationship. Therefore, managers purposefully shape organizational identity. Our project aims at establishing how are they doing it in the digital space, that is how Facebook, Twitter, YouTube, and LinkedIn are used to convey the desired image of the organization. We investigate the question of whether digital space is instrumental to strategy, and whether it impacts stakeholder engagement. To address these questions, we will follow online communication of the top100 largest Polish firms, and the top25 largest Polish law firms which so far were reluctantly digitally transforming. We will check the extent to which the conveyed image is coherent with strategy and will link it to stakeholder engagement. This will help understanding how, and how effectively organizational identity moves from real relationships towards the digital age.