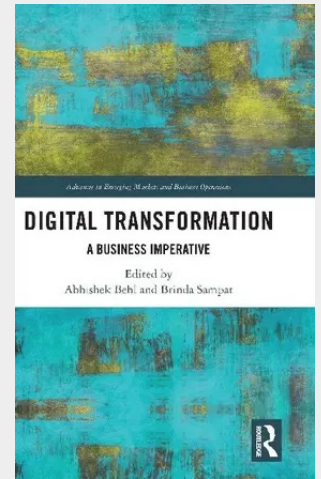


Digital Transformation

A Business Imperative

Digitization, with the help of artificial intelligence, machine learning, social media, and cloud adoption, has significantly transformed industries and helped companies accelerate, grow, and have a competitive edge. This book discusses how digital transformation can help organizations achieve growth and explores the challenges of using emerging technologies. Digital disruption has a significant effect on how businesses operate. Organizations must follow a strategic approach while on the path to digital transformation as their technology and operational decisions must be aligned. This volume provides a roadmap for businesses to adopt digital solutions and systems in all aspects of a company's functioning. With case-based examples, the book demonstrates how organizations globally use digital technologies to enhance their business operations; examines strategies that work and those that do not; highlights lessons organizations can learn from the success and failures of digitization; and looks at the perils of using such technology, which can often also endanger the organization's functioning and raise consumer privacy concerns. Part of the Advances in Emerging Markets and Business Operations series, this volume includes examples and best practices from companies that provide a framework for designing a digital strategy. It will be useful for students and researchers of business studies, management studies, human resources, organization studies, IT management, and information and communication. It will also be of interest to organizations and managers.



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