

New Strategy Models in Digital Entrepreneurship

Part of the Advances in Business Strategy and Competitive Advantage Book Series

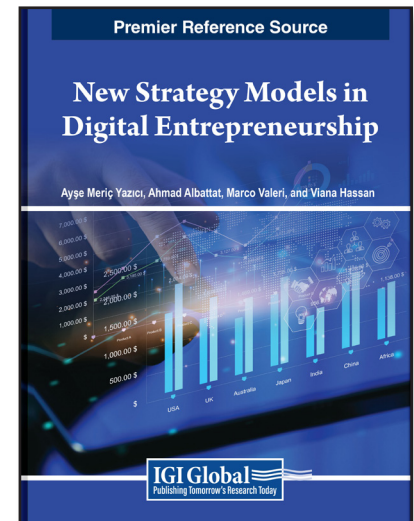
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Description:

The changing digital landscape has many organizations grappling with the challenge of adapting to unprecedented changes and innovation. The absence of a universally accepted definition of digital strategy exacerbates the complexity, leaving leaders uncertain about how to navigate this journey. Inertia becomes an untenable response to the urgent questions organizations face in a digitized world—how to seize digital opportunities, mitigate threats, and transform traditional values into digital assets.

New Strategy Models in Digital Entrepreneurship emerges as the definitive solution for academic scholars seeking clarity and guidance in the realm of digital strategy. The book offers a comprehensive collection of papers that explore traditional paradigms, contemporary approaches, and innovative research methodologies. It serves as a beacon for practitioners, academicians, postgraduate and undergraduate students, and librarians, providing a roadmap for formulating and executing robust digital strategies. From theoretical foundations to the application of innovative business models, the book presents a holistic approach to navigating the complexities of digital transformation.

Covering a broad spectrum of theoretical and methodological approaches, the book welcomes both qualitative and quantitative contributions. Multidisciplinary and interdisciplinary submissions are encouraged, providing evidence-based insights on digital technologies, transformation, e-business, data strategy, and other key facets of digital strategy. This edited volume goes beyond simply identifying the problem—it serves as a practical guide, offering scholars a deep collection of theories, methodologies, and real-world insights to help organizations thrive in the ever-evolving landscape of digital strategy.



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- Data Strategy
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- Digital Business Strategy
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- Digital Disruption
- Digital Marketing
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- Digital Organizations
- Digital Technologies
- Digital Transformation
- E-Business
- New Business Models
- Social Media
- Systematic Literature Review

Subject: Business & Management

Classification: Edited Reference

Readership Level: Advanced-Academic Level
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