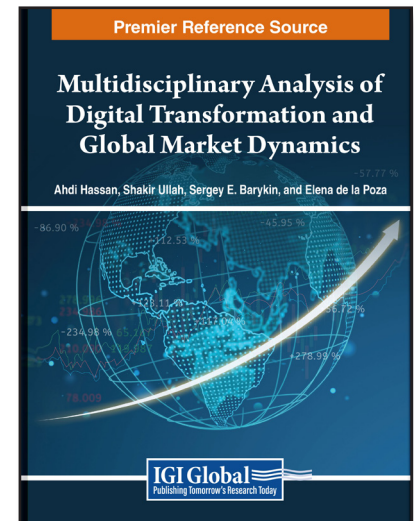


Multidisciplinary Analysis of Digital Transformation and Global Market Dynamics

Part of the Advances in E-Business Research Book Series

Ahdi Hassan (Global Institute for Research Education & Scholarship, The Netherlands), Shakir Ullah (Southern University of Science and Technology, China), Sergey E. Barykin (Peter the Great St. Petersburg Polytechnic University, Russia) and Elena de la Poza (Valencia Polytechnic University, Spain)



Description:

In today's fast-evolving digital landscape, businesses, governments, and societies are grappling with the complex challenges of digital transformation. From shifting market dynamics to integrating new technologies, the need for a comprehensive understanding of these changes has never been greater. Traditional industries, such as transport and logistics, face the daunting task of re-engineering themselves to remain competitive in a digitally driven world. Furthermore, the economic security of regions and nations is increasingly dependent on data analytics and risk assessment, making it crucial for policymakers to adapt to this new paradigm.

Multidisciplinary Analysis of Digital Transformation and Global Market Dynamics offers a compelling solution to these pressing challenges. By consolidating insights and empirical findings from the GDTM conference series, this book provides a holistic understanding of the impact of digital transformation on markets globally. It dissects critical topics such as the development of transport and logistic activities in the digital age, the economic security of regions, and the digitalization of traditional industries like business and banking. Through rigorous analysis and innovative methodologies, this book equips academics, policymakers, and practitioners with the knowledge needed to navigate the complexities of the digital age.

This book is not just a theoretical exploration; it offers practical insights and strategies for real-world applications. Professionals in fields ranging from technology to urban planning can benefit from its examination of business models reshaping traditional industries and the role of business ecosystems in this transformative journey. By elucidating the valuation of intellectual properties within educational institutions and offering newer methodologies for evaluating social and economic phenomena, this book empowers readers to embrace digital transformation and drive sustainable development in their respective domains.

ISBN: 9798369334232

Pages: 320

Copyright: 2024

Release Date: May, 2024

Hardcover: \$290.00

E-Book: \$290.00

**Hardcover +
E-Book:** \$350.00

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