

Business Transformations in the Era of Digitalization

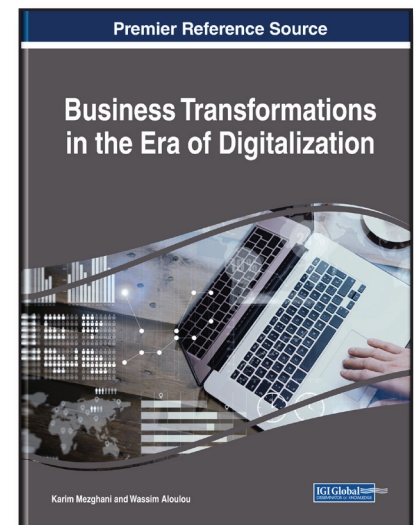
Part of the Advances in E-Business Research Book Series

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Description:

In order to establish and maintain a successful company in the digital age, managers are digitally transforming their organizations to include such tools as disruptive technologies and digital data to improve performance and efficiencies. As these companies continue to adopt digital technologies to improve their businesses and create new revenues and value-producing opportunities, they must also be aware of the challenges digitalization can present.

Business Transformations in the Era of Digitalization is a collection of innovative research on the latest trends, business opportunities, and challenges in the digitalization of businesses. Highlighting a range of topics including business-IT alignment, cloud computing, Internet of Things (IoT), business sustainability, small and medium-sized enterprises, and digital entrepreneurship, this book is ideally designed for managers, professionals, consultants, entrepreneurs, and researchers.



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Topics Covered:

- Big Data
- Business Sustainability
- Business-IT Alignment
- Cloud Computing
- Digital Entrepreneurship
- Digital Social Ventures
- Impact of Digitalization
- Innovative Digital Business Models
- Internet of Things (IoT)
- Small and Medium-Sized Enterprises

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