

Corporate Management in the Digital Age:

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Description:

The landscape of corporate management is evolving in an era of rapid technological advancements. Digital technologies like artificial intelligence (AI), big data analytics, blockchain, and the Internet of Things (IoT) are transforming traditional management practices across sectors like marketing, finance, human resources, and operations. By providing a consolidated and updated body of knowledge on corporate management in the digital age, businesses may progress their management practices, incorporating more effective strategies. It is critical to stay abreast of the latest trends and best practices in digital corporate management in an already competitive environment.

Corporate Management in the Digital Age delves into the various strategies, tools, and frameworks that businesses need to thrive and remain competitive. It contributes to future directions in research, fostering innovation and development of more effective management theories and practices. Covering topics such as instant logistics services, territorial branding, and access management, this book is an excellent resource for industry practitioners, business owners, managers, researchers, academicians, and more.

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Topics Covered:

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Corporate Industry Employees	Organizational Change
Corporate Management	Social Media
Customer Experience	Sustainable Development
Delivery Influences	Talent Acquisition
Digital Construction	Territorial Branding
Digital Leadership	Tourism
Digital Technology	Women Empowerment
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Subject: Business and Management

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