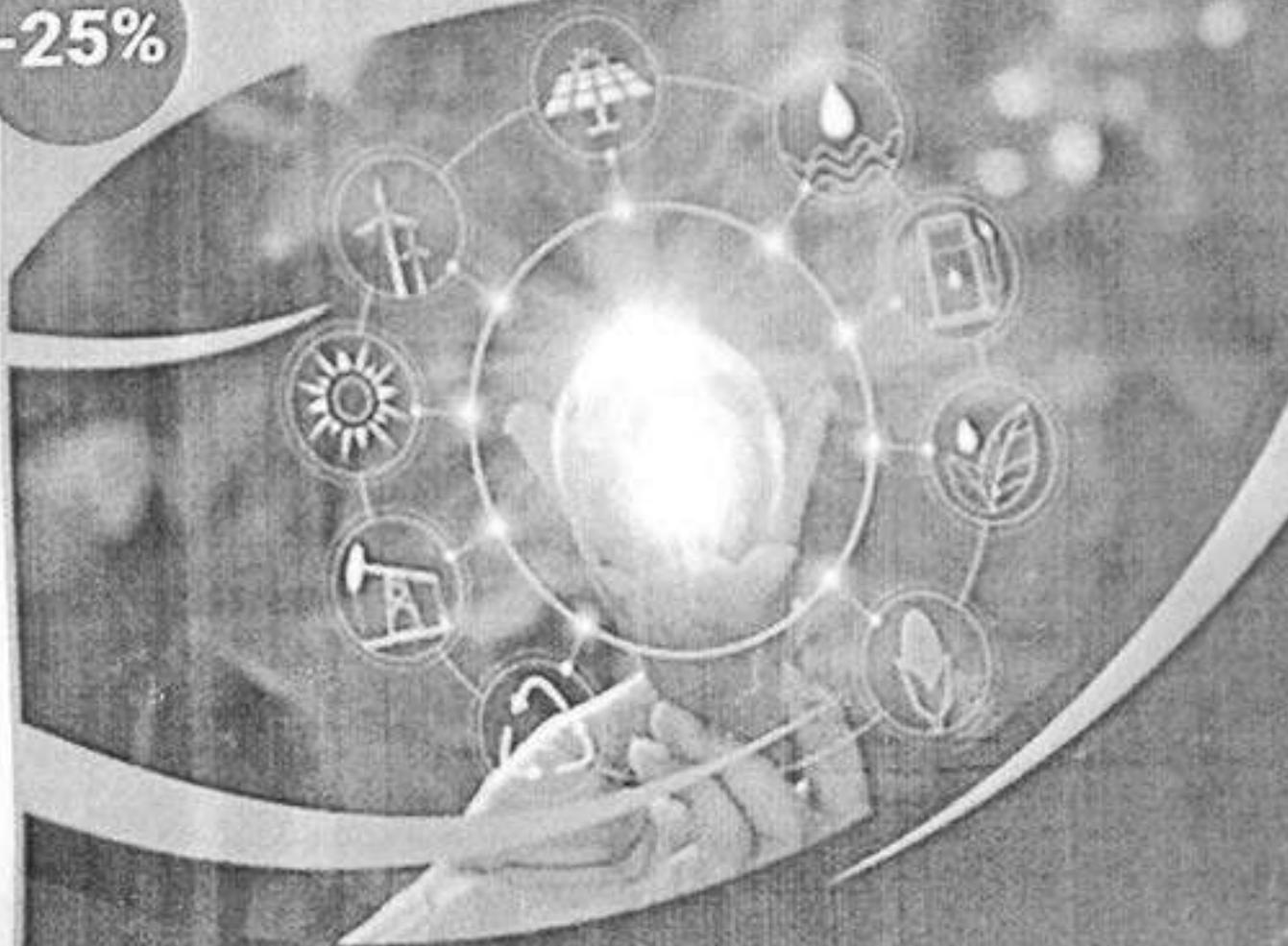


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# Digital Transformation for Sustainability

*Maninder Kaur  
Ekata Gupta*

*Principal*  
Kanoria PG Mahila Mahavidyalaya  
JAIPUR

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***Digital Transformation for Sustainability***

By : *Dr. Maninder Kaur*

*Dr. Ekata Gupta*

*S. K. S.*  
Principal  
Kantoria PG Mahila Mahavidyalaya  
JAIPUR



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JAIPUR

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## A Literature Review : Digital Transformation

Dr. Nidhi Gupta\*

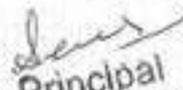
### Introduction

With the rise of new digital technologies, e.g. social networks, mobile, big data etc. firms in virtually all industries domains are conducting multiple initiatives to explore and exploit their benefits<sup>[1, 2]</sup>. This frequently involves transformation of key business operations and affects products and process as well as organizational structures as companies need to establish management practices to govern these complex transformations<sup>[3]</sup>. Thus the society as a whole is facing a fast and radical change due to the maturation of digital technologies and their ubiquitous penetration of all markets<sup>[4, 5]</sup>. In this review chapter definition, importance, strategy, types, areas, main components and scope of digital transformation have been discussed.

### Definition

Digital transformation is the process of using digital technologies to create new or modify existing - business processes, culture and customer experiences to meet changing business and market

\*Associate Professor, Department of Chemistry, Kanoria R.S. Mahila Mahavidyalaya,

  
Principal  
Kanoria PG Mahila Mahavidyalaya  
JAIPUR