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Digital Transformation *for Sustainability*

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ISBN : 978-93-91002-09-1

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Edition 2021



Published by

ABS Books

Publisher and Exporter

B-21, Ved and Shiv Colony, Badli Vihar

Phase-2, Delhi - 110086

☎ : +919999868875, +919999862475

✉ : absbooksindia@gmail.com

Website : www.absbooksindia.com

PRINTED AT

Trident Enterprise, Noida (UP)

Overseas Branches

ABS Books

Publisher and Exporter

Yucui Garden, Yuhua Yaxiu

Community, Chongqing

District, Kunming City,

Yunnan Province -650500

China

ABS Books

Publisher and Exporter

Microregion Alamedin-1

59-10 Bishok, Kyrgyz

Republic- 720083

kyrgyzstan

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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^{1, 2}. 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 transformations³. 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^{4, 5}. 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

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