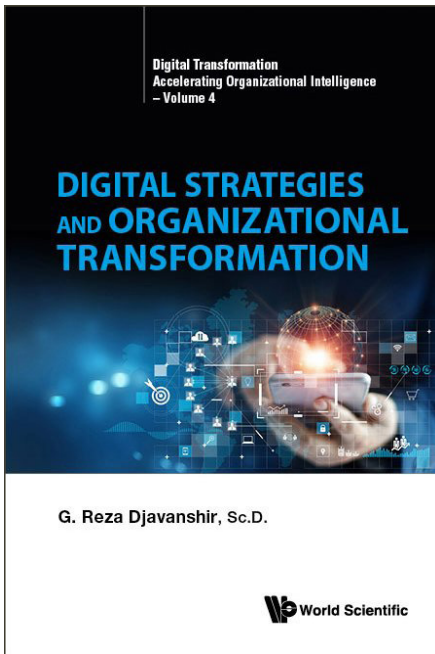


Digital Strategies and Organizational Transformation



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ABOUT THE BOOK

In today's highly competitive business environments, with the rise of digital businesses and digital economy, digital strategies and organizational changes go hand in hand. Organizations that possess a robust digital strategy benefit greatly from the advancements of emerging digital technologies, and hence, making necessary organizational changes in order to maximise the benefits have become vital for their survival. According to MIT Sloan's Center for Information Systems Research (CISR), "[i]n this period of digital disruption, businesses focused narrowly on value chains are at a disadvantage". Next-generation enterprises need to think more broadly about their business ecosystems, leverage digitization to understand their customers better, and establish options for future success. Therefore, competitive businesses have started using a variety of digital tools including artificial intelligence, alongside other digital applications, making the required changes to their organizational models and cultures to better serve their customers efficiently and effectively.

This book contains a collection of chapters describing these digital strategies and how they go hand in hand with organizational changes. We solicited contributions from well-known academics from universities, business leaders, and experts within businesses and government organizations for this book. The majority of the chapters examines the necessary relationships between these two critical issues. Specifically, this book discusses how to infuse new knowledge into ongoing discourse and debates within academia and business organizations regarding digital strategies and organizational changes, and how to accomplish seamless integration of digital tools and applications into organizational platforms in order to accomplish the required organizational changes smoothly.

In summary, this book discusses the integration and implementation of digital technology and the required organizational changes to take advantage of the phenomenon of digitization. In order to create competitive advantage, leadership organizations must address the challenges of formulating and implementing robust digital strategies and simultaneously, start making the required organizational changes, as this book concludes.

- Includes fifteen chapters mostly authored by eminent scholars in the field.
- Addresses a different type of digital technology in each chapter, studying how digital technology impacts and facilitates organizational transformations.
- Formulates new theories and methodologies to study digital technologies from a wide variety of approaches.

READERSHIP

Academics, Technology and Industry leaders. Managers and Professionals in Technology and Management fields, Technology, Engineering, and Management Conferences such as INFORMS, IEEE, Graduate Students, Corporate Managers, Engineering and Business Schools, All Libraries.

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ABOUT THE AUTHOR

G Reza Djavanshir, ScD in Systems Engineering, joined Johns Hopkins University in 2002. He is a Full Professor and Academic Program Director of Information Systems with specific expertise in the areas of Artificial Intelligence (AI), Smart Infrastructures developments, Technology Transfer & Institutionalizations, and Globalization and Technology Strategic Planning. Dr Djavanshir has won numerous academic awards, including the Johns Hopkins University's students' best teaching award, and Dean's distinguished faculty awards in 2017, 2018, 2019, and 2020. Professor Djavanshir is also Associate Chief Editor of *IEEE Computer Society — ITPro*. Prior to joining Johns Hopkins University, he was Vice President and Chief Technologist at Citi Corp, and Technical Directors and Chief Engineer at GTE Telelent, where he worked on an original Electronics Mails (e-Mail) Systems development for ARPANET in the 1980s.

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