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| Altri autori (Persone) | DavimJ. Paulo |
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| Nota di contenuto | Preface -- Chapter 1 - Digital transformation of organizational and management controls – Review and recommendations for the future -- Chapter 2 - Examining the role of Technology Transfer on Digitalization: Consequences and challenges -- Chapter 3 - Talent management in digital transformation -- Chapter 4 - Consumer’s vulnerabilities and potential dignity risks in the context of digital transformation processes -- Chapter 5 - Use of generative AIs in the digital communication and marketing sector in Spain -- Chapter 6 - “The New Online Normal”: Exploring Online Trends on Ecommerce and Internet Use During and After COVID-19 Pandemic -- Chapter 7 - Virtual teams: an intelligent tool on the path to digitalization - a case study -- Chapter 8 - Collaboration as an enabler for digital transformation: The Helix paradigm -- Chapter 9 - Conceptualising management practices for mapping mobile phone waste through scientometric, bibliometric and visual analytic tools -- Index. |
| Sommario/riassunto | This book is a comprehensive resource for managers, engineers, researchers, academics, and professionals from various fields seeking to grasp the complexities and opportunities presented by digital transformation. It goes beyond the superficial understanding of digitalization, delving into the intricacies of this transformative process |

and its profound impact on organizations. By exploring the latest developments and insights from around the world, readers will gain a deep understanding of how digital transformation influences not only technological aspects but also human resources, processes, relationships, and information management. With a critical lens, this book addresses the challenges and changes that arise in the context of digital transformation, empowering readers to effectively lead and manage these processes. From examining the role of technology transfer to discussing talent management, consumer vulnerabilities, generative AIs, and the evolving landscape of e-commerce and internet use, this book provides a rich tapestry of knowledge and practical recommendations. It also highlights the significance of collaboration, virtual teams, and intelligent tools in driving digitalization. Moreover, it explores innovative management practices and techniques for addressing mobile phone waste, utilizing scientometric, bibliometric, and visual analytic tools. Ultimately, this book equips readers with the necessary insights and strategies to navigate the digital transformation successfully and harness its potential to achieve organizational excellence in an increasingly dynamic world. .
