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Sommario/riassunto	This dissertation by Florian Blaschke explores the implementation and benefits of digital twin technology in decision-making and data quality management. With a focus on applications within manufacturing and e-commerce, the work highlights how digital twins, as virtual representations of physical systems, can optimize operations, enhance data accuracy, and support informed decision-making processes. The study delves into the potential of digital twins to improve productivity, reduce costs, and personalize consumer experiences. It emphasizes the importance of data quality management and suggests that digital twins will become increasingly vital in research and practice, particularly in the context of Industry 4.0. The book targets professionals and academics interested in the intersection of management, IT, and emerging technologies.