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Nota di contenuto	-- AI for the Sustainable Development Goals. -- AI-driven digital transformation leading the way to a more sustainable future. -- Revolutionizing Healthcare: Unveiling the Power and Pitfalls of Digital Transformation. -- Digital transformation and Impact of Technology on Brand Protection and Anti-Counterfeiting. -- Digital transformation of family businesses: Innovation challenges and way forward. -- The effects of Digital Transformation on inter-organizational relationships. -- Digital Transformation for Sustainability in Freight Logistics and Maritime Transport. -- Marketing, AI & Metaverse. -- Aims, drivers and dynamics of the Industry 5.0: towards a Super-smart Society (S5.0).
Sommario/riassunto	This book provides a comprehensive review and a detailed snapshot of the newly emerging research trends and evidence about digital transformation in organizations, networks, and social groups. Featuring select best papers presented at the 2nd International Conference of the Digital Transformation Society (DTS) held in Naples, Italy in May 2024,

the enclosed chapters explore the role of digital transformation in areas such as value creation; artificial intelligence (AI), and generative AI for the work and processes of the future; Internet of Things; big data management and valuation; digital business models; responsible AI and ethic; AI and Sustainable Development Goals (SDGs); smart mobility and transportation; smart cities; digital marketing; human resource management (HRM); and metaverse, among others. The book is a rich source of new evidence and concepts on digital transformation and an important reading for all scholars and practitioners interested in technology and innovation management.

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