



Digital Business

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Digital business is changing the way organizations use and think about technology, moving technology from a supporting role to a leading role for organisation, where every organisational strategy is revolving with technology by integrating organisational processes in innovation, revenue and market growth. Digital business focuses more on how technology allows companies to create new value and experiences that differentiate companies and give them a competitive edge over their competitors and derive value for the business.

Digital businesses use technology to create new value in business models, customer experiences and the internal capabilities that support its core operations. Digital businesses create competitive edges based on unique combinations of digital and physical resources by evolving new business models. It Embrace the concept of digital transformation and the cultural shifts that requires. The implementation and management of digital services can necessitate organizational restructuring, where technology is given greater input into strategic decisions.

Contents | Preface |

- 1. Chapter 1 Introduction to Digital Business, Drivers of Digital Business and Digital Economy**
- 2. Chapter 2 Digital Business Support Services**
- 3. Chapter 3 Introduction of E-Business**
- 4. Chapter 4 Digital Business & Managing E-Business**
- 5. Chapter 5 Building Digital Business Application and Infrastructure**
- 6. Chapter 6 Digital Business and E-Business Strategy**

References

About the Author

Dr. Chandrahauns Chavan is a Senior Professor at Jamnalal Bajaj Institute of Management Studies, University of Mumbai. At the age of 38 he became the Director of the institute & leading for six years for two terms during (2006-09 & 2015-18). Almost eight years he was associated with Ministry of Corporate Affairs, Institute of company secretaries of India in the capacity of Assistant Director (Academics) & Joint Director. He started his career as a Lecturer in Business Management for MBA program under university of Pune.

