

NEW TITLE

*International Journal of*

# Digital Transformation

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# Scope of the Journal

ISSN: 2754-0766 (Print), ISSN: 2754-0774 (Online)

*IJDT explores the multi-faceted and multi-disciplinary challenges and opportunities presented to organisations through digital transformation. Digital transformation is explored from needs identification, conceptualisation and design perspectives through to implementation, as well as its subsequent consequences. A key feature is the examination of the relationship between strategic management and digital transformation. Digital transformation is seen as a combination of complex processes with the impact of prioritising one over others. This provides a fertile area for critical debate.*

## Topics covered include:

- The visionary, strategic and operational alignment of digital transformation
- What is an effective digitally transformed business?
- Data-driven and evidence-based business models – case studies and evidence for new models
- Successful patterns for digital transformation
- Successful patterns for organisational change through digital transformation
- The relationship of innovation and innovative practice to digital transformation
- The 4Vs of big data in the context of digital transformation
- Managing the pace of technological change
- Future jobs and skills in digitally transformed business
- The role of people in digital transformation
- The challenge of balancing data-driven with people centric practice
- Critiques of digital transformation, Digital 4.0 and Business 4.0
- Rethinking marketing within the digitally transformed business
- The changing role of consumers, suppliers and partners in digital transformation



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