

Digitalization in Commerce and Its Impact on Economy

Editors

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Preface

This book provides a view on e-commerce that is different from views found in other books. The core of this view consists of the observation of the digitalisation and e-commerce. By understanding the overall structure, it is easy to understand further details of the field, as well as cases and developments in the field. E-commerce can only be completely understood by having a well-balanced (a well-structured) from business elements to information has led to massive changes in the way business is a major outcome as a result of these initiatives. The use of advanced data analytics of utilising data for delivering quality services has given rise to innovative models for conducting business organisation across the globe have adopted e-business models and framework for managing their business processes manner. Literature states several evidences of how digitalization and the use of data analysis can completely reshape the business models, especially using mobile computing paradigms, in the academic literature that focus on product innovation, customer relationships, infrastructure management and financial aspects. This issue is a reflection of this digital transformation across various domains including joint ventures in business, social media and customer relationships managements, ICT, advancement in the manufacturing industry and the trending domain IOT and fog computing.

We hope that our readers would find the blend of conceptual and application based articles valuable enough and

intellectually gratifying. We however look forward to your valuable feedback and constructive suggestions that would help us in our journey of nurturing the book towards excellence in next editions.

Dr. Rajeev Misra
Dr. Madhulika Rai

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