

Digital transformation for business and society: Contemporary issues and applications in Asia

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Abstrak

The advancement of technology, such as data analytics and AI, has led to the birth of Industry 4.0, in which technology seems to be at the centre of development. However, as the COVID-19 pandemic created havoc, the entire world production chain was seriously affected, highlighting that machines alone, although fully connected and automated, cannot function without people.

This book addresses contemporary issues and the impact of digital transformation on individuals, businesses and governments in Asia. As Asian nations are moving fast towards the digital economy, this edited collection offers new perspectives on understanding emerging business opportunities as well as the challenges faced. Chapters explore the variables that accelerate digital transformation, notably the COVID-19 pandemic, the rapid development of information and communication technology, AI, big data and affordable internet access, and their impact on business and society.

With rich, empirical studies from leading researchers, this book will be a reference for academics and scholars across business disciplines, including information, technology and innovation management, organisational and strategic management, as well as those interested in industrial development.