

Industry 4.0 and the Digital Transformation of International Business

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Details

The book throws light on the ongoing trends in international business, integration of information technology with global businesses, its role in value co-creation, resource integration, and service for service exchange. While discussing the issues of these areas, chapters of this book also delve into prevalent problematic areas which are closely related like employment, ethical aspects, power creation, and so on. Recognizing the role digitization and new technologies play in enabling global managers to communicate with outside world directly via digital channels irrespective of their location (which is especially true in time of COVID-19), the book takes an emerging economy perspective and throws light on new theories, perceptions, employment opportunities, and innovative ideas through its content. The book not only discusses effects of information technology but also the latest emerging technology in global business like use of artificial intelligence, robotics, machine learning, big data, and their integration with the global business 4.0. Since emergence of these new technologies requires proper infrastructural development, the book also throws light on government initiatives and CSR in this respect. It contains takeaways for both undergraduate and graduate students, researchers and academicians, industry watchers, practitioners, start-ups, and entrepreneurs

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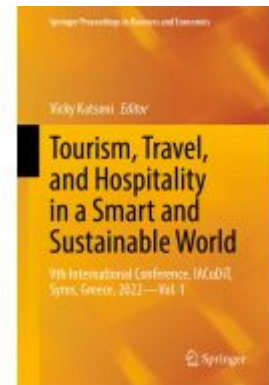
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