

DIGITIZE BUSINESS

DIGITIZE BUSINESS IS A TERM THAT ENCAPSULATES THE TRANSFORMATIVE PROCESS OF INTEGRATING DIGITAL TECHNOLOGIES INTO ALL ASPECTS OF A BUSINESS'S OPERATIONS. THIS TRANSITION NOT ONLY ENHANCES EFFICIENCY BUT ALSO IMPROVES CUSTOMER EXPERIENCE AND DRIVES INNOVATION. IN TODAY'S FAST-PACED DIGITAL LANDSCAPE, BUSINESSES THAT EMBRACE DIGITIZATION CAN GAIN A SIGNIFICANT COMPETITIVE EDGE. THIS ARTICLE WILL EXPLORE THE VARIOUS DIMENSIONS OF DIGITIZING A BUSINESS, INCLUDING ITS BENEFITS, CHALLENGES, AND ESSENTIAL STEPS FOR SUCCESSFUL IMPLEMENTATION. FURTHERMORE, WE WILL DELVE INTO THE TECHNOLOGIES THAT FACILITATE THIS TRANSFORMATION AND PROVIDE INSIGHTS INTO MEASURING ITS IMPACT.

- UNDERSTANDING THE CONCEPT OF DIGITIZATION
- BENEFITS OF DIGITIZING YOUR BUSINESS
- CHALLENGES IN THE DIGITIZATION PROCESS
- KEY STEPS TO SUCCESSFULLY DIGITIZE YOUR BUSINESS
- TECHNOLOGIES DRIVING BUSINESS DIGITIZATION
- MEASURING THE IMPACT OF DIGITIZATION

UNDERSTANDING THE CONCEPT OF DIGITIZATION

DIGITIZATION REFERS TO THE CONVERSION OF ANALOG INFORMATION INTO A DIGITAL FORMAT, WHICH ALLOWS FOR EASIER MANAGEMENT, SHARING, AND ANALYSIS. THIS PROCESS IS NOT LIMITED TO DATA ALONE BUT EXTENDS TO BUSINESS PROCESSES, CUSTOMER INTERACTIONS, AND INTERNAL WORKFLOWS. BY DIGITIZING BUSINESS OPERATIONS, ORGANIZATIONS CAN STREAMLINE THEIR PROCESSES, REDUCE MANUAL ERRORS, AND IMPROVE DATA ACCESSIBILITY.

AT ITS CORE, DIGITIZATION INVOLVES SEVERAL KEY COMPONENTS:

- **DATA MANAGEMENT:** DIGITIZED DATA CAN BE STORED, ANALYZED, AND RETRIEVED EFFICIENTLY, ALLOWING FOR BETTER DECISION-MAKING.
- **PROCESS AUTOMATION:** AUTOMATING ROUTINE TASKS REDUCES THE NEED FOR MANUAL INTERVENTION, LEADING TO INCREASED PRODUCTIVITY.
- **ENHANCED COMMUNICATION:** DIGITAL PLATFORMS FOSTER COMMUNICATION AND COLLABORATION AMONG EMPLOYEES AND WITH CUSTOMERS.

UNDERSTANDING THESE COMPONENTS IS VITAL FOR BUSINESSES AIMING TO LEVERAGE THE FULL POTENTIAL OF DIGITIZATION.

BENEFITS OF DIGITIZING YOUR BUSINESS

THE BENEFITS OF DIGITIZING A BUSINESS ARE MANIFOLD AND CAN SIGNIFICANTLY IMPACT BOTH THE OPERATIONAL EFFICIENCY AND THE BOTTOM LINE. HERE ARE SOME OF THE KEY ADVANTAGES:

- **INCREASED EFFICIENCY:** AUTOMATING PROCESSES REDUCES THE TIME SPENT ON REPETITIVE TASKS, ENABLING EMPLOYEES TO FOCUS ON MORE STRATEGIC ACTIVITIES.
- **COST REDUCTION:** DIGITIZATION OFTEN LEADS TO COST SAVINGS BY MINIMIZING WASTE AND OPTIMIZING RESOURCE ALLOCATION.
- **IMPROVED CUSTOMER EXPERIENCE:** DIGITAL TOOLS ENHANCE CUSTOMER INTERACTIONS, MAKING IT EASIER FOR CLIENTS TO ENGAGE WITH BUSINESSES THROUGH VARIOUS CHANNELS.
- **DATA-DRIVEN DECISIONS:** ACCESS TO REAL-TIME DATA ALLOWS BUSINESSES TO MAKE INFORMED DECISIONS QUICKLY, ADAPTING TO MARKET CHANGES EFFECTIVELY.
- **SCALABILITY:** DIGITAL SOLUTIONS CAN EASILY SCALE WITH BUSINESS GROWTH, SUPPORTING NEW PROCESSES AND INCREASED DEMAND WITHOUT SIGNIFICANT OVERHEAD.

THESE BENEFITS DEMONSTRATE WHY BUSINESSES SHOULD PRIORITIZE THE DIGITIZATION OF THEIR OPERATIONS TO REMAIN COMPETITIVE IN AN INCREASINGLY DIGITAL WORLD.

CHALLENGES IN THE DIGITIZATION PROCESS

WHILE THE ADVANTAGES OF DIGITIZATION ARE COMPELLING, BUSINESSES OFTEN FACE SEVERAL CHALLENGES DURING THE TRANSITION. RECOGNIZING THESE OBSTACLES IS CRUCIAL FOR SUCCESSFUL IMPLEMENTATION. COMMON CHALLENGES INCLUDE:

- **RESISTANCE TO CHANGE:** EMPLOYEES MAY BE HESITANT TO ADOPT NEW TECHNOLOGIES, FEARING JOB DISPLACEMENT OR INCREASED COMPLEXITY.
- **HIGH INITIAL COSTS:** THE UPFRONT INVESTMENT IN TECHNOLOGY AND TRAINING CAN BE SIGNIFICANT, WHICH MAY DETER SOME BUSINESSES.
- **DATA SECURITY CONCERNS:** WITH INCREASED DIGITIZATION COMES THE RISK OF CYBER THREATS, MAKING DATA SECURITY A TOP PRIORITY.
- **LACK OF EXPERTISE:** BUSINESSES MAY STRUGGLE TO FIND OR DEVELOP THE NECESSARY SKILLS AND KNOWLEDGE TO MANAGE DIGITAL TOOLS EFFECTIVELY.
- **INTEGRATION ISSUES:** EXISTING SYSTEMS MAY NOT SEAMLESSLY INTEGRATE WITH NEW DIGITAL SOLUTIONS, LEADING TO DISRUPTIONS IN WORKFLOWS.

ADDRESSING THESE CHALLENGES PROACTIVELY CAN FACILITATE A SMOOTHER TRANSITION TOWARDS A FULLY DIGITIZED BUSINESS MODEL.

KEY STEPS TO SUCCESSFULLY DIGITIZE YOUR BUSINESS

TO NAVIGATE THE DIGITIZATION JOURNEY EFFECTIVELY, BUSINESSES SHOULD FOLLOW A STRUCTURED APPROACH. HERE ARE THE KEY STEPS TO CONSIDER:

1. **ASSESS CURRENT PROCESSES:** REVIEW EXISTING WORKFLOWS TO IDENTIFY AREAS THAT CAN BENEFIT FROM DIGITIZATION.
2. **DEFINE CLEAR OBJECTIVES:** ESTABLISH SPECIFIC GOALS FOR DIGITIZATION, SUCH AS IMPROVING EFFICIENCY OR ENHANCING CUSTOMER SATISFACTION.
3. **SELECT APPROPRIATE TECHNOLOGY:** RESEARCH AND CHOOSE TECHNOLOGY SOLUTIONS THAT ALIGN WITH YOUR BUSINESS NEEDS AND OBJECTIVES.
4. **ENGAGE STAKEHOLDERS:** INVOLVE EMPLOYEES AND KEY STAKEHOLDERS IN THE PROCESS TO FOSTER BUY-IN AND REDUCE RESISTANCE.
5. **IMPLEMENT GRADUALLY:** START WITH PILOT PROJECTS TO TEST THE EFFECTIVENESS OF NEW TECHNOLOGIES BEFORE A FULL-SCALE ROLLOUT.
6. **MONITOR AND ADAPT:** CONTINUOUSLY ASSESS PERFORMANCE METRICS AND BE READY TO ADAPT STRATEGIES AS NEEDED.

FOLLOWING THESE STEPS CAN ENHANCE THE LIKELIHOOD OF A SUCCESSFUL DIGITIZATION INITIATIVE, ENSURING THAT BUSINESSES REAP THE MAXIMUM BENEFITS OF THEIR INVESTMENT.

TECHNOLOGIES DRIVING BUSINESS DIGITIZATION

THE LANDSCAPE OF BUSINESS DIGITIZATION IS CONTINUOUSLY EVOLVING, DRIVEN BY VARIOUS TECHNOLOGICAL ADVANCEMENTS. SOME OF THE MOST IMPACTFUL TECHNOLOGIES INCLUDE:

- **CLOUD COMPUTING:** ENABLES BUSINESSES TO STORE AND ACCESS DATA AND APPLICATIONS OVER THE INTERNET, PROMOTING FLEXIBILITY AND SCALABILITY.
- **ARTIFICIAL INTELLIGENCE (AI):** AI TECHNOLOGIES CAN AUTOMATE PROCESSES, ANALYZE DATA, AND ENHANCE CUSTOMER INTERACTIONS THROUGH PERSONALIZED EXPERIENCES.
- **INTERNET OF THINGS (IoT):** IoT DEVICES COLLECT DATA FROM VARIOUS SOURCES, PROVIDING INSIGHTS THAT CAN IMPROVE OPERATIONAL EFFICIENCY.
- **BIG DATA ANALYTICS:** ANALYZING LARGE VOLUMES OF DATA ALLOWS BUSINESSES TO UNCOVER TRENDS, OPTIMIZE OPERATIONS, AND MAKE DATA-DRIVEN DECISIONS.
- **BLOCKCHAIN:** THIS TECHNOLOGY ENHANCES SECURITY AND TRANSPARENCY IN TRANSACTIONS, PARTICULARLY IN SUPPLY CHAIN MANAGEMENT.

ADOPTING THESE TECHNOLOGIES CAN SIGNIFICANTLY ENHANCE A BUSINESS'S ABILITY TO DIGITIZE ITS OPERATIONS AND ADAPT TO THE MARKET'S DEMANDS.

MEASURING THE IMPACT OF DIGITIZATION

TO UNDERSTAND THE EFFECTIVENESS OF DIGITIZATION EFFORTS, BUSINESSES MUST IMPLEMENT METRICS TO MEASURE IMPACT. KEY PERFORMANCE INDICATORS (KPIs) CAN INCLUDE:

- **OPERATIONAL EFFICIENCY:** MEASURE TIME SAVINGS AND PRODUCTIVITY IMPROVEMENTS IN PROCESSES.
- **COST SAVINGS:** ANALYZE REDUCTIONS IN OPERATIONAL COSTS AND INCREASED PROFIT MARGINS.
- **CUSTOMER SATISFACTION:** USE SURVEYS AND FEEDBACK TO GAUGE IMPROVEMENTS IN CUSTOMER EXPERIENCE.
- **DATA ACCURACY:** EVALUATE THE REDUCTION IN ERRORS AND INACCURACIES IN DATA HANDLING.
- **EMPLOYEE ENGAGEMENT:** ASSESS EMPLOYEE SATISFACTION AND ENGAGEMENT LEVELS POST-DIGITIZATION.

BY REGULARLY MEASURING THESE KPIs, BUSINESSES CAN ENSURE THAT THEIR DIGITIZATION STRATEGIES REMAIN EFFECTIVE AND ALIGNED WITH THEIR OVERARCHING GOALS.

IN CONCLUSION, THE JOURNEY TO DIGITIZE BUSINESS OPERATIONS IS ESSENTIAL FOR MODERN ORGANIZATIONS SEEKING TO THRIVE IN A DIGITAL ECONOMY. BY UNDERSTANDING THE CONCEPT OF DIGITIZATION, RECOGNIZING ITS BENEFITS AND CHALLENGES, AND CAREFULLY IMPLEMENTING A STRUCTURED APPROACH, BUSINESSES CAN UNLOCK NEW LEVELS OF EFFICIENCY, INNOVATION, AND CUSTOMER SATISFACTION. THE LANDSCAPE OF TECHNOLOGY CONTINUES TO EVOLVE, AND THOSE WHO EMBRACE THESE CHANGES WILL BE BETTER POSITIONED FOR SUCCESS IN THE FUTURE.

Q: WHAT DOES IT MEAN TO DIGITIZE A BUSINESS?

A: DIGITIZING A BUSINESS INVOLVES INTEGRATING DIGITAL TECHNOLOGIES INTO VARIOUS ASPECTS OF ITS OPERATIONS, FROM DATA MANAGEMENT TO CUSTOMER INTERACTIONS, ULTIMATELY IMPROVING EFFICIENCY AND DECISION-MAKING.

Q: WHY IS DIGITIZATION IMPORTANT FOR BUSINESSES?

A: DIGITIZATION IS CRUCIAL AS IT ENHANCES OPERATIONAL EFFICIENCY, REDUCES COSTS, IMPROVES CUSTOMER EXPERIENCES, AND ENABLES DATA-DRIVEN DECISION-MAKING, ALL OF WHICH ARE ESSENTIAL IN A COMPETITIVE MARKET.

Q: WHAT ARE THE COMMON CHALLENGES FACED DURING DIGITIZATION?

A: COMMON CHALLENGES INCLUDE RESISTANCE TO CHANGE, HIGH INITIAL COSTS, DATA SECURITY CONCERNS, LACK OF EXPERTISE, AND INTEGRATION ISSUES WITH EXISTING SYSTEMS.

Q: HOW CAN BUSINESSES MEASURE THE SUCCESS OF THEIR DIGITIZATION EFFORTS?

A: BUSINESSES CAN MEASURE SUCCESS THROUGH KEY PERFORMANCE INDICATORS (KPIs) SUCH AS OPERATIONAL EFFICIENCY, COST SAVINGS, CUSTOMER SATISFACTION, DATA ACCURACY, AND EMPLOYEE ENGAGEMENT LEVELS.

Q: WHAT TECHNOLOGIES ARE KEY TO SUCCESSFUL BUSINESS DIGITIZATION?

A: KEY TECHNOLOGIES INCLUDE CLOUD COMPUTING, ARTIFICIAL INTELLIGENCE, THE INTERNET OF THINGS (IoT), BIG DATA ANALYTICS, AND BLOCKCHAIN, ALL OF WHICH FACILITATE VARIOUS ASPECTS OF THE DIGITIZATION PROCESS.

Q: WHAT STEPS SHOULD A BUSINESS TAKE TO START DIGITIZING ITS OPERATIONS?

A: BUSINESSES SHOULD ASSESS CURRENT PROCESSES, DEFINE CLEAR OBJECTIVES, SELECT APPROPRIATE TECHNOLOGY, ENGAGE STAKEHOLDERS, IMPLEMENT GRADUALLY, AND MONITOR PROGRESS TO ENSURE SUCCESSFUL DIGITIZATION.

Q: HOW CAN DIGITIZATION IMPROVE CUSTOMER EXPERIENCE?

A: DIGITIZATION ENHANCES CUSTOMER EXPERIENCE BY PROVIDING MORE ACCESSIBLE AND PERSONALIZED INTERACTIONS, IMPROVING SERVICE EFFICIENCY, AND ENABLING REAL-TIME COMMUNICATION.

Q: IS DIGITIZATION THE SAME AS DIGITAL TRANSFORMATION?

A: WHILE DIGITIZATION REFERS SPECIFICALLY TO CONVERTING ANALOG PROCESSES TO DIGITAL FORMATS, DIGITAL TRANSFORMATION ENCOMPASSES A BROADER CULTURAL AND OPERATIONAL SHIFT WITHIN AN ORGANIZATION TO LEVERAGE DIGITAL TECHNOLOGIES FULLY.

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digitize business: Impact of Artificial Intelligence, and the Fourth Industrial Revolution on Business Success Bahaaeddin Alareeni, Allam Hamdan, 2022-07-29 This book constitutes the refereed proceedings of the International Conference on Business and Technology (ICBT2021) organized by EuroMid Academy of Business & Technology (EMABT), held in Istanbul, between 06-07 November 2021. In response to the call for papers for ICBT2021, 485 papers were submitted for presentation and inclusion in the proceedings of the conference. After a careful blind refereeing process, 292 papers were selected for inclusion in the conference proceedings from forty countries. Each of these chapters was evaluated through an editorial board, and each chapter was passed through a double-blind peer-review process. The book highlights a range of topics in the fields of technology, entrepreneurship, business administration, accounting, and economics that can contribute to business development in countries, such as learning machines, artificial intelligence, big data, deep learning, game-based learning, management information system, accounting information system, knowledge management, entrepreneurship, and social enterprise, corporate social responsibility and sustainability, business policy and strategic management, international management and organizations, organizational behavior and HRM, operations management and logistics research, controversial issues in management and organizations, turnaround, corporate entrepreneurship, innovation, legal issues, business ethics, and firm general accounting and firm financial affairs, non-traditional research, and creative methodologies. These proceedings are reflecting quality research contributing theoretical and practical implications, for those who are wise to apply the technology within any business sector. It is our hope that the contribution of this book proceedings will be of the academic level which even decision-makers in the various economic and executive-level will get to appreciate.

digitize business: Web Technologies for Commerce and Services Online Khosrow-Pour, D.B.A., Mehdi, 2007-12-31 Through the last decade, Internet technologies such as electronic commerce have experienced exponential growth, and emerging issues surrounding this phenomenon have necessitated the amassment of research on the cognitive impact of electronic commerce technologies around the world. Web Technologies for Commerce and Services Online delivers a global perspective on the influence of electronic commerce on organizational behavior, development, and management in organizations, discussing issues such as information security; strategic

management of electronic commerce; organizational learning; business process management; mediated enterprises; and electronic marketplaces. With the new insights it delivers on this rapidly evolving technological and commercial domain, this incisive reference will prove an essential addition to library collections worldwide.

digitize business: Business Process Management Mathias Weske, Marco Montali, Ingo Weber, Jan vom Brocke, 2018-08-31 This book constitutes the proceedings of the 16th International Conference on Business Process Management, BPM 2018, held in Sydney, Australia, in September 2018. The 27 papers presented in this volume were carefully reviewed and selected from 140 submissions. They were organized in topical sections named: reflections on BPM; concepts and methods in business process modeling and analysis; foundations of process discovery; alignments and conformance checking; process model analysis and machine learning; digital process innovation; and method analysis and selection.

digitize business: Integrating New Technologies in International Business Gurinder Singh, Alka Maurya, Richa Goel, 2022-03-10 The international business sector has been completely revolutionized due to shifts in global economy, digitization, and the Internet. Integrating New Technologies in International Business: Opportunities and Challenges explores the rapid changes in technology that have affected businesses and social environments that are offering new challenges and opportunities for small to mid-size enterprises (SMEs) and start-ups. It highlights how businesses in emerging economies are implementing the new technological innovations to compete in the global market. The chapters in the volume provide valuable insight on many cutting-edge topics on new technology in the business environment and the new digital world, or Industry 4.0, including: Internet of Things (IoT) and customer relationship management Cross-cultural management Artificial intelligence Social media advertising Multichannel banking Digital payment technology Blockchain technology Augmented reality Eye-tracking analysis This book will be a valuable resource for business leaders and managers, industry professionals, business scholars, regulatory stakeholders, policymakers, faculty and students, and those who are interested in the current trends in the state of global digitization in industrial markets. The information provided here will help readers find the most appropriate approaches for taking advantage of these new technologies.

digitize business: Digitizing Government A. Brown, J. Fishenden, M. Thompson, 2014-11-26 For businesses large and small, investment in digital technologies is now a priority essential for success. Digitizing Government provides practical advice for understanding and implementing digital transformation to increase business value and improve client engagement, and features case studies from the private and public sectors.

digitize business: Transforming Your Business with AWS Philippe Abdoulaye, 2021-10-06 Expert guidance on how to use Amazon Web Services to supercharge your digital services business In Transforming Your Business with AWS: Getting the Most Out of Using AWS to Modernize and Innovate Your Digital Services, renowned international consultant and sought-after speaker Philippe Abdoulaye delivers a practical and accessible guide to using Amazon Web Services to modernize your business and the digital services you offer. This book provides you with a concrete action plan to build a team capable of creating world-class digital services and long-term competitive advantages. You'll discover what separates merely average digital service organizations from the truly outstanding, as well as how moving to the cloud will enable your business to deliver your services faster, better, and more efficiently. This book also includes: A comprehensive overview of building industry-leading digital service delivery capabilities, including discussions of the development lifecycle, best practices, and AWS-based development infrastructure Explanations of how to implement a digital business transformation strategy An exploration of key roles like DevOps Continuous Delivery, Continuous Deployment, Continuous Integration, Automation, and DevSecOps Hands-on treatments of AWS application management tools, including Elastic Beanstalk, CodeDeploy, and CodePipeline Perfect for executives, managers, and other business leaders attempting to clarify and implement their organization's digital vision and strategy, Transforming

Your Business with AWS is a must-read reference that answers the why and, most importantly, the how, of digital transformation with Amazon Web Services.

digitize business: Enterprise Architecture for Digital Business Tushar K. Hazra, Bhuvan Unhelkar, 2020-10-14 Enterprise Architecture (EA) is an essential part of the fabric of a business; however, EA also transcends and transforms technology and moves it into the business space. Therefore, EA needs to be discussed in an integrated, holistic, and comprehensive manner. Only such an integrated approach to EA can provide the foundation for a transformation that readies the business for the myriad enterprise-wide challenges it will face. Highly disruptive technologies such as Big Data, Machine Learning, and Mobile and Cloud Computing require a fine balance between their business and technical aspects as an organization moves forward with its digital transformation. This book focuses on preparing all organizations - large and small - and those wishing to move into them for the impact of leveraging these emerging, disruptive, and innovative technologies within the EA framework.

digitize business: IoT Fundamentals David Hanes, Gonzalo Salgueiro, Patrick Grossetete, Robert Barton, Jerome Henry, 2017-05-30 Today, billions of devices are Internet-connected, IoT standards and protocols are stabilizing, and technical professionals must increasingly solve real problems with IoT technologies. Now, five leading Cisco IoT experts present the first comprehensive, practical reference for making IoT work. IoT Fundamentals brings together knowledge previously available only in white papers, standards documents, and other hard-to-find sources—or nowhere at all. The authors begin with a high-level overview of IoT and introduce key concepts needed to successfully design IoT solutions. Next, they walk through each key technology, protocol, and technical building block that combine into complete IoT solutions. Building on these essentials, they present several detailed use cases, including manufacturing, energy, utilities, smart+connected cities, transportation, mining, and public safety. Whatever your role or existing infrastructure, you'll gain deep insight what IoT applications can do, and what it takes to deliver them. Fully covers the principles and components of next-generation wireless networks built with Cisco IOT solutions such as IEEE 802.11 (Wi-Fi), IEEE 802.15.4-2015 (Mesh), and LoRaWAN Brings together real-world tips, insights, and best practices for designing and implementing next-generation wireless networks Presents start-to-finish configuration examples for common deployment scenarios Reflects the extensive first-hand experience of Cisco experts

digitize business: 21st Century Airlines Nawal K. Taneja, 2017-09-08 In 21st Century Airlines: Connecting the Dots, Nawal Taneja addresses the challenges and opportunities facing the airline industry as it tries to innovate and create products and services that are radically different by 'connecting the dots' at four key levels: recognizing the implications of global events, improving cross-functional collaboration within the organization, working more closely with the travel chain, and providing much higher engagements with connectors within the social networks. The book synthesizes insights gained from the experience of non-traditional businesses, such as Uber, that have no physical assets and that focus on scalability through platforms, as well as traditional businesses, such as Mercedes-Benz, that are transitioning from operators of physical assets to adapt to the on-demand and sharing economies. These insights show pragmatically that digitizing airline businesses would require digital mind-sets, digital technologies, digital strategies, and digital workplaces to explore new frontiers in value for both customers and airlines. Moreover, forward-thinking airlines need to consider working with bimodal organizational structures, in which one group optimizes current business models (network, fleet, and schedule planning, as well as revenue management) while a second group explores innovative ways to add digital features to physical products to provide a consistent experience throughout the journey. The book is written for all senior-level practitioners of airlines and related businesses worldwide, as well as senior-level government policymakers.

digitize business: Low-Carbon Smart Cities Kwi-Gon Kim, 2017-07-10 This book aims to integrate climate mitigation and adaptation tools into conventional urban planning. It emphasizes the value and importance of ICT as connected technology. The author believes that ICT and IOT can

facilitate controlling climate change attributes when deployed with appropriate ingredients and composition in cities in an integrated comprehensive manner. It was written with the author's firm belief that cities play an important role in mitigating climate change by reducing energy consumption, promoting the use of renewable energy sources, or by trading emission permits and selling Certified Emission Rights (CERs). This book looks at green growth based on the circular economy using green smart technology as a sustainable tool for green economic development. Also for climate change adaptation, cities have to take actions to reduce the adverse impacts of climate change on people, property and ecosystems in the urban planning process. It has been written with the author's works for Urban Environment Accords (UEA) and International Urban Training Center (IUTC) in collaboration with UNEP, World Bank, UNFCCC and UN-HABITAT. It can be used as a training source book for city climate planners and urban practitioners of local governments. It will be utilized as a more practical guidebook for climate change policy makers as well as a futuristic research agenda for next generations.

digitize business: Challenges in Economic Policy, Business and Management in the COVID-19 Era Anna Ujwary-Gil, Bianka Godlewska-Dzioboń, 2022-01-01 The COVID-19 pandemic has made it necessary to redefine the most significant challenges faced by individual economies and society today. It contributed to the change of contemporary social, technological and economic trends, the effects of which will indeed be the subject of many scientific studies in the coming years. As the pandemic progresses, it promotes reflection and summaries of the consequences of behaviors or omissions in each country. One of them is a synthetic presentation of ten lessons from the pandemic (Gorynia, 2021), which the professor accurately diagnoses in the economic context: 1) the pandemic as a non-economic (sanitary-medical) shock that caused the economic, social and political crisis; 2) the pandemic as a black swan, an unpredictable threat of high species gravity, but requiring anticipation to minimize its harmful effects in the future; 3) determining the causes of the appearance of the virus determines different preventive actions for future threats; 4) resilience as the foundation of long-term economic efficiency; 5) the set of measures to counteract the harmful effects of a pandemic should not be unified but adapted to the specificity of the facilities it is to affect; 6) the world economy as a system of vessels connected with its positive and negative consequences; 7) the pandemic highlighted the role of coordination of international cooperation; the shortcomings of globalization must be overcome by fairly sharing the positive fruits of international cooperation and resilience aimed at diversifying supplies; 8) economic policy pursued by individual states with a view to preventing the effects of the economic crisis caused by a pandemic cannot be voluntary; 9) the pandemic has sharpened the perception of the shortcomings of contemporary economic, social and political systems and prompts the questioning of certain pillars of the market economy (e.g., homo oeconomicus, individual and global rationality, private and state property, canons of monetary, fiscal, budgetary or industrial policy); 10) the pandemic increases the pressure on systemic and holistic thinking taking into account green economic development, saving energy, water and other resources, using renewable energy sources, avoiding wastage of resources, paying attention to social inequalities in the world, regions and countries, solving poverty problems, and social exclusion. This monograph is partially a response to the in-depth issues covered in these lessons. The authors of individual chapters challenge contemporary topics relating to the COVID-19 pandemic, industry and inter-organizational cooperation, pro-environmental, resilient, and innovative organizations. The monograph consists of three parts. The first part (PART 1) covers an overview of very recent research, considering the impact of COVID-19 on the economy, industries, and business. The article by Anna Ujwara-Gil and Bianka Godlewska-Dzioboń deals with, among others, the issues relating to pandemic impacts on the slowdown in the functioning of the construction, electric automotive, and water industries. Also, it affects the tourist industry, where countries are starting to pay attention to the resource-saving green economy and problems of professional exclusion in the pandemic era. In another article, Maria Czech refers to the influence of public debt on the volatility of spreads during the COVID-19 pandemic. This research is part of the study on the use of sovereign credit default swap spreads to assess a country's credit risk, which

may be distorted in a pandemic period. It is undisputed that the COVID-19 pandemic has a global dimension. The crisis resulting from disorders such as in value chains has caused industry to slow down. The Czech luxury fashion industry is no exception. As Radka MacGregor Pelikánová points out, COVID-19 has turned out to be a threat to its development.. Leading Czech luxury fashion companies withdrew to a passive role and felt the negative consequences of the pandemic. As the Author points out, few have engaged in corporate social responsibility and showed ingenuity, which increases their chances of survival in the future. In other studies, Tereza Horáková and Kateřina Maršíková identified factors influencing the environment of effective knowledge exchange in SMEs, which in the era of hybrid work during COVID-19, is particularly important. The second part of the monograph (PART 2) includes two studies on the photovoltaic cell industry in China from the perspective of comparative and intra-industry advantage. As a significant player in the global trade scene and various value chains, China is a fascinating subject of research undertaken by Paweł Brusilo and Bogusława Drelich-Skulska. The results of the first article demonstrate the success of the Chinese industry in terms of growth potential, competitiveness, and development opportunities thanks to effective state support and favorable market forces. As the authors point out, the Chinese solar cell industry has not been studied so far in the context of comparative advantage and the new structural economy. The results show the way for other countries to consider or develop innovative industries, such as renewable energy and solar energy. In the second article, Paweł Brusilo examines the topic of the Belt and Road Initiative in the context of the Chinese photovoltaic cell industry, energy transition policy, identification of modern intra-industry trade patterns and opportunities for this industry, which is characterized by significant state interventionism. The considerations in this article may inspire EU countries to deepen economic and trade cooperation in the export and import of solar cells with China. On the other hand, Joanna Kurowska-Pysz has undertaken the analysis of the cooperation conditions within the innovative processes of representatives of science, business, the legislative, and economic environment cooperating on the capital market. The Author focused on the motivators, barriers, but also the search for an effective form of development of intersectoral cooperation enabling the exchange of knowledge and experience, learning, including the flow of personnel between sectors, joint organization of conferences, seminars, training, and implementation of research projects constituting the basis of innovative processes, or the diagnosis of network relationships. The model proposed by the Author will surely inspire other researchers. The third part of the monograph (PART 3) includes articles referring, inter alia, to the pro-environmental organizational culture of enterprises. Katarzyna Piwowar-Sulej, as an advocate of this valuable orientation today, has shown that organizations are interested in developing pro-ecological behavior and are aware of their impact on the natural environment. The article is in line with the global trend focused on the sustainable, ecological, and green economy enterprises operating in this trend, not only because of COVID-19. Taking action to develop a pro-ecological organizational culture, taking care of the natural environment is not only a moral and ethical requirement but also an obligation for the future generation. This part also includes an article by Piotr Tomszys and Bartosz Grucza, who present an inspiring model of organizational resilience and an attempt to operationalize it. The organizational resilience model proposed by the Authors is in line with the growing interest in the analyzes and measurement of the enterprises' resilience. The conceptualization and measurement of economic resilience can inspire other researchers to further research in this area. The COVID-19 pandemic, as an unpredictable and destructive shock, might be a unique opportunity to verify the developed model, as the authors point out. The last article deals with the issue of innovative management and its measurement based on a proprietary tool developed by Magdalena Gorzelany-Dziadkowiec. The considerations undertaken by the Author are a reliable starting point for further research concerning the impact of COVID-19 on the organization's functioning, the development of innovative management, changes in work processes, and interpersonal relations in the era of increasingly dominant digital technology and skills to use it. The editors profoundly thank all the Authors for their valuable contribution to this monograph and cooperation in its co-creation. We address our grateful thanks to all the Reviewers

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digitize business: *Digitizing the Customer Journey* Stephen J. Wright, 2019-07-31 Digitizing the Customer Journey is a book emphasizing the need for companies to convert and integrate all their customer service and marketing data into a system that is optimized for an excellent user experience. In today's times, any business that wants to compete will have to consider the advanced technologies available and implement them as soon as possible, or be left behind! Stephen J. Wright, CEO, COO, and CIO at numerous multinational companies, provides many examples from various types of industries, and gives clear steps how to get started, as well as making major arguments for the effectiveness of this type of change in any business-to-consumer company. You will get the answers to the following questions: □ What are some of the ways technology has brought change to the economy? □ What is a customer journey? □ What are the three most important processes in every business? □ Why is a business that has digitized its processes likely to do better than one that hasn't? □ What are the best ways you can use technology to digitize the customer journey? □ What is a circular economy?

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