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# Digital Business Concepts And Strategies

**Richard Busulwa, Nina Evans**



## **Digital Business Concepts And Strategies:**

**Digital Business** Eloise Coupey,2016-09-16 As businesses adapt to the realities of the digital world and build on the hard won insights of the digital business pioneers increasing importance is placed on the need to understand how traditional concepts of business strategy and implementation are influenced by the Internet and to identify the novel aspects of business that are made possible by the Internet That is why this book was written How do you succeed in the digital business environment How do you make the transition from offline to online What aspects of your business will be affected and how should you manage them Digital Business Concepts and Strategies will help you develop the skills necessary to understand and integrate Internet technology and characteristics into business activity for attaining strategic objectives *Strategies for e-Business* Tawfik Jelassi,Francisco J. Martínez-López,2020-06-28 This is the fourth edition of a unique textbook that provides extensive coverage of the evolution the current state and the practice of e business strategies It provides a solid introduction to understanding e business and e commerce by combining fundamental concepts and application models with practice based case studies An ideal classroom companion for business schools the authors use their extensive knowledge to show how corporate strategy can imbibe and thrive by adopting vibrant e business frameworks with proper tools Students will gain a thorough knowledge of developing electronic and mobile commerce strategies and the methods to deal with these issues and challenges Digital Business Strategy Anders Pehrsson,2023-10-20 Digital Business Strategy responds to the need for clarification of the increasing but fragmented knowledge of digital business strategy It systematically presents topical knowledge by reviewing previous research and developing frameworks for the content of digital business strategy and its relationships with relevant factors In addition the book analyses issues encountered by individual companies when implementing digital business strategies The volume identifies key categories of digital business strategy in particular strategy scope and direction competitive advantage and resource and capability reliance It then explores relationships with antecedents such as digital experience relationships with obstacles and enablers of strategy implementation and relationships with operational and financial outcomes The author demonstrates that strategy content and relationships differ among manufacturing companies retailers digital content providers and digital platforms and also presents ways to cope with issues of implementation In summary the book provides readers who wish to know more about the growing field of digital business strategy with up to date and systematic knowledge It will be of great value to students at an advanced level researchers and reflective practitioners in the fields of technology management and strategic management in particular *Management in the Age of Digital Business Complexity* Bill McKelvey, Renata Kaminska, Maria Paz Salmador, Nadine Escoffier,2021-09-07 Management in the Age of Digital Business Complexity focuses on how the digital age is changing management and vastly speeding up complexity dynamics The recent coevolution of technologies has dramatically changed in just a few years how people and firms learn communicate and behave Consequently the process of how firms coevolve and

the speed at which they coevolve has been dramatically changed in the digital age and managerial methods are lagging way behind Combining his own expertise with that of a number of specialist and international co authors McKelvey conveys how companies that fall behind digitally can quickly be driven out of business The book has been created for academics seeking to upgrade management thinking into the modern digital age and vastly improve the change capabilities of firms facing digital oriented competition

**Digital Business and Electronic Commerce** Bernd W. Wirtz, 2021-03-28 This textbook introduces readers to digital business from a management standpoint It provides an overview of the foundations of digital business with basics activities and success factors and an analytical view on user behavior Dedicated chapters on mobile and social media present fundamental aspects discuss applications and address key success factors The Internet of Things IoT is subsequently introduced in the context of big data cloud computing and connecting technologies with a focus on industry 4 0 smart business services smart homes and digital consumer applications as well as artificial intelligence The book then turns to digital business models in the B2C business to consumer and B2B business to business sectors Building on the business model concepts the book addresses digital business strategy discussing the strategic digital business environment and digital business value activity systems dVAs as well as strategy development in the context of digital business Special chapters explore the implications of strategy for digital marketing and digital procurement Lastly the book discusses the fundamentals of digital business technologies and security and provides an outline of digital business implementation A comprehensive case study on Google Alphabet explaining Google s organizational history its integrated business model and its market environment rounds out the book

*Digital Business. 2/E: Concepts and Strategy(2nd Edition)(Paperback)* Coupey, 2005

Managing the Digital Transformation Thomas Hess, 2022-08-15 Digitisation and digital transformation are not only a topic of the media but are also taking place in companies The digital transformation affects the most diverse fields from procurement to sales and from organisation to strategy development This task requires the commitment of every company management and cannot simply be delegated This book aims to help managers and entrepreneurs to set up structures in their organisation that allow them to approach the digital transformation systematically The topics covered range from the configuration of digitisation strategies and new management roles such as the Chief Digital Officer to the importance of IT infrastructures HR management and corporate culture as enablers of digital transformation A simple framework serves as an orientation framework that structures the management tasks and clearly summarises the various concepts and instruments In the 2nd revised and expanded edition the focus is on organisational aspects in particular the role of start ups for the digital transformation the design of the so called Digital Innovation Units and the role of the CDO Secondly the design and management of digitisation projects is considered in more detail And thirdly the concept of digital transformation is further specified and delimited In addition the advancing technological development is taken into account Prof Thomas Hess provides a concrete overview of many important aspects to be considered in the digital transformation of companies Clearly

worth reading Stefan Wimmers Chief Digital Officer at Hubert Burda Media Beyond the buzzword Finally someone manages to systematically untangle the chaos surrounding digital transformation With his book Thomas Hess truly establishes the guardrails for managing digital transformation projects While others promise much and deliver little Thomas Hess gives the reader a design framework rather than a patent remedy Dr Christoph Steiger former board member and CDO of Hoffmann Group Clearly more than just another book on the topic of digital transformation With exciting insights from science and practice Thomas Hess provides a toolbox for digital transformation Relevant for business and relevant researchers Prof em Dr Dr h c Hubert sterle University of St Gallen *Digital business transformation in operation(s)* Frank Luyckx,2015-10-21 The success of companies depends on the speed of implementing their business model innovations Innovating a business model is relatively easy Osterwalder BMC can be applied In order to continuously align the business model innovations with E2E processes ICT template solutions and organizational performance metrics the Business Transformation BT lifecycle can help This book shows use cases within companies like Philips ERIKS Unilever Achmea and Friesland Campina Furthermore SAP explains how Business Process Management and Internet of Things can enhance business innovations This book provides information on how to set up an BT roadmap using best practices how to define the governance model and determine ROI The BT lifecycle can help to improve the organizational agility optimizing the project portfolio and reducing the complexity of the ERP template thereby increasing the success rate of digital business transformation projects within the operational processes Look at preview [Outlines and Highlights for Digital Business](#) Cram101 Textbook Reviews,2008-09 Never HIGHLIGHT a Book Again Virtually all of the testable terms concepts persons places and events from the textbook are included Cram101 Just the FACTS101 studyguides give all of the outlines highlights notes and quizzes for your textbook with optional online comprehensive practice tests Only Cram101 is Textbook Specific Accompanys 9780131400979 *Digital Transformation in Accounting* Richard Busulwa,Nina Evans,2021-05-30 Digital Transformation in Accounting is a critical guidebook for accountancy and digital business students and practitioners to navigate the effects of digital technology advancements digital disruption and digital transformation on the accounting profession Drawing on the latest research this book Unpacks dozens of digital technology advancements explaining what they are and how they could be used to improve accounting practice Discusses the impact of digital disruption and digital transformation on different accounting functions roles and activities Integrates traditional accounting information systems concepts and contemporary digital business and digital transformation concepts Includes a rich array of real world case studies simulated problems quizzes group and individual exercises as well as supplementary electronic resources Provides a framework and a set of tools to prepare the future accounting workforce for the era of digital disruption This book is an invaluable resource for students on accounting accounting information systems and digital business courses as well as for accountants accounting educators and accreditation advocacy bodies **Digital Business and E-commerce Management** Dave Chaffey,David

Edmundson-Bird, Tanya Hemphill, 2019 Written in an engaging and informative style Digital Business and E Commerce Management will give you the knowledge and skills to be able to handle the speed of change faced by organisations in the digital world In this seventh edition of the book Chaffey Hemphill and Edmundson Bird bring together the most recent academic and practitioner thinking covering all aspects of digital business including strategy digital comms and transformation *Catalog* University of Colorado Boulder, 2006 **Hasselback Marketing Faculty Directory 2004-2005** James Hasselback, 2004-11 The only printed directory of marketing faculty Updated for 2005 and includes PH Marketing s list at a glance [Which Factors Influence the Development of a Companies' Digital Business Strategy for a Successful Digital Transformation? A Systematic Literature Review](#) , 2022-09-29 Seminar paper from the year 2022 in the subject Business economics Business Management Corporate Governance grade 1 3 Johannes Gutenberg University Mainz language English abstract New technologies and a permanently changing environment constantly confront companies with the challenge of adapting to new customer needs disruptive innovation and new competitors to survive on the market in the long term For this purpose the literature proposes the use of a digital business strategy DBS as an independent business strategy for the digital age uniting IT strategy and business level strategy which have been considered separately until the advent of DBS By using the method of a systematic literature review this paper has analyzed 33 relevant publications and identified critical internal and external factors to be considered in the process of development of a company s DBS to ensure a successful digital transformation of the company Furthermore the findings were embedded in a conceptual model In doing so this paper contributes to the further development of previous research on the digital transformation of companies and places the development of DBS in its context *Strategic Management* Gregory G. Dess, G. T. Lumpkin, Alan B. Eisner, 2006 **The Harvard Business School Guide to Careers in Management Consulting** Maggie Lu, 2001 The 2002 edition of The Harvard Business School Guide to Careers in Management Consulting provides invaluable job search advice for the prospective management consultant Harvard Business School graduates students and faculty reveal firsthand insights into the industry describe what a consultant s work is really like outline current industry trends and offer guidelines for approaching the case study interview Also included are profiles of well known consulting firms a mailing list of recruiting contacts and a selective bibliography of relevant books and directories compiled by the Harvard Business School Career Resources librarian **Dynamic Pricing in Online Business. What Pricing Strategy Should Be Used in Digital Business?** , 2018-09-06 40% of German companies vary their prices dynamically on the internet This strategic tool helps them to exploit the consumer s maximum willingness to pay Studies confirm that these companies are able to reach higher profits through dynamic pricing But the federal ministry of consumer protection sees the price transparency for consumers at risk This publication shows how new and existing customers react to dynamic pricing techniques It examines if regular customers have a different price fairness perception than new customers Customers often react with dissatisfaction and

complaining when they notice a disadvantage due to dynamic pricing Their dissatisfaction can have a long term impact on the buyer seller relationship as well as the company s reputation and profits Therefore price fairness perception is crucial for dynamic pricing strategies Keywords Dynamic Pricing Status based Dynamic Pricing Consumer Dissatisfaction Price Transparency New Customers Regular Customers [Digital Business Models](#) Bernd W. Wirtz,2019-04-02 The spread of the Internet into all areas of business activities has put a particular focus on business models The digitalization of business processes is the driver of changes in company strategies and management practices alike This textbook provides a structured and conceptual approach allowing students and other readers to understand the commonalities and specifics of the respective business models The book begins with an overview of the business model concept in general by presenting the development of business models analyzing definitions of business models and discussing the significance of the success of business model management In turn Chapter 2 offers insights into and explanations of the business model concept and provides the underlying approaches and ideas behind business models Building on these foundations Chapter 3 outlines the fundamental aspects of the digital economy In the following chapters the book examines various core models in the business to consumer B2C context The chapters follow a 4 C approach that divides the digital B2C businesses into models focusing on content commerce context and connection Each chapter describes one of the four models and provides information on the respective business model types the value chain core assets and competencies as well as a case study Based on the example of Google Chapter 8 merges these approaches and describes the development of a hybrid digital business model Chapter 9 is dedicated to business to business B2B digital business models It shows how companies focus on business solutions such as online provision of sourcing sales supportive collaboration and broker services Chapter 10 shares insight into the innovation aspect of digital business models presenting structures and processes of digital business model innovation The book is rounded out by a comprehensive case study on Google Alphabet that combines all aspects of digital business models Conceived as a textbook for students in advanced undergraduate courses the book will also be useful for professionals and practitioners involved in business model innovation and applied researchers *IEEE Proceedings of the Southeastcon* ,1991

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