

Foreword

In recent years, technological development has driven the adoption of new technologies by companies. In this changing paradigm where the Internet has become the fundamental axis for innovation and evolution towards a connected digital ecosystem, companies have to face the novel challenge of managing digital transformation successfully. However, despite the wide spread of digitization in the last decade, companies encounter many challenges in terms of its correct and successful management. All relevant trends in this area are covered in this edited volume. For example, the recent evolution and use of some kinds of artificial intelligence (AI) and similar technologies are becoming an added value for companies to obtain competitive advantages. Digitization towards data-centric strategies and the extensive use of tools that work with AI are one of the great technological investments of recent times.

Further, as concerns the management of such challenges, company executives and managers should be able to adopt new work methodologies related to digitization and become fully aware of the risks and user privacy concerns that adoption of digitization can entail. Indeed, there are many important trends and challenges linked to the management of digital transformation in the present-day connected era.

To address these issues, this book provides a valuable overview of the current landscape where companies are facing a new paradigm in which, as a result of the multitude of digital platforms and tools, large databases are collected and analyzed. These extensive datasets about consumers allow companies to better predict demand for products and services and gain competitive advantage. Undoubtedly, the companies that adopt new tools for massive data management strategies can help other companies to make better decisions related to digital transformation processes.

The management of the digital transformation should not exclusively focus on organization, structure, and processes—rather, it should also carefully consider the adoption of new technologies that allow companies to better manage their processes. Managers should also apply innovation and new methodologies that promote flexible strategies. Future challenges linked to the management of digital transformation require appropriate adoption of new technologies, as well as effective prediction of customer behavior and automated processes. Digital transformation and its management should boost the adoption of new technologies that respect users' and customers' privacy, as well as promote innovation as a major driver of business success.

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Jose Ramon Saura
Rey Juan Carlos University, Spain

Jose Ramon Saura is Tenured Professor of Digital Marketing in the Business Economics Department at Rey Juan Carlos University, Madrid (Spain). Previously, he held positions and made consultancy at a number of other companies including Google, L'Oréal, Deloitte, Telefónica, or MRM//McCann, among others. He earned an international Ph.D. in Digital Marketing at the Rey Juan Carlos University, while researching at London South Bank University (LSBU) and Harvard University (RCC at Harvard). His research has focused on the theoretical and practical insights of various aspects of User-Generated Data and Content (UGD - UGC), with a specific focus around three major research approaches applied to business and marketing: data mining, knowledge discovery, and information sciences. His research has appeared in leading international business, marketing, and information sciences journals such as: *Journal of Innovation and Knowledge*, *International Journal of Information Management*, *Technological Forecasting and Social Change*, *Journal of Business Research*, *Industrial Marketing Management* or *Technovation*, among others.