Foreword

While we still live in a brick-and-mortar world, we are increasingly living in an intensely digitized, connected and click-and-click reality. Nowadays, our lives have become more and more globalized, information circulates through communication networks. The businesses are significantly changing through the technological advancements. To survive in the existing uncertain and chaotic market, businesses need to get adapted to recent shifts in Information Technology.

A considerable number of businesses are running online using technological solutions to meet customers' expectations. To provide a pleasant customer journey for customers who are making an online purchase, businesses are highly reliant on technologies that equip them in the competitive market. Emerging technologies including Internet of Things, Cloud, Blockchain, Virtual Reality, Artificial Intelligence, Machine Learning and 5G are facilitating businesses to deliver value-added services and offer unique services in the customer-centric market of today. Despite the significant importance of trending technologies in the development of e-businesses, there are also challenges in adoption of trending technologies based on business applications.

Considering the prevalence of e-businesses and the existing competition in the market despite the advancements in emerging technologies, this book helps industry and academia leaders to obtain a valuable insight regarding the impact of emerging technologies on the development of e-businesses. Besides, this book provides a valuable window on information technology and e-business and covers key areas like digital transformation, organizational change, artificial intelligence, virtual reality, online crowdfunding, enterprise resource planning, and e-commerce industry that forms a valuable addition to the existing body of knowledge.

Each chapter of the book is dedicated to clarifying the correlation between one of the emerging technologies and e-business considering case businesses for the study. Studies conducted in the book have also led to consider challenges in the employment of emerging technologies in e-businesses. With the turn of every page of this book, I realized that all gathered information, ideas and addressed important issues can assist academician and practitioners to add value on the body of their knowledge in the related industry.

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