

International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)

International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal

Volume 2, Issue 6, January 2022

## **Digital Transformation**

## Anirudh Ghyanshyam Beledar

Shri G. P. M. Degree College, Vile Parle (E), Mumbai, Maharashtra, India

**Abstract:** In the contemporary landscape of rapid technological advancements and shifting consumer behaviors, digital transformation has emerged as a critical imperative for organizations across industries. Digital transformation entails the strategic integration of digital technologies, processes, and cultural shifts to drive innovation, enhance operational efficiency, and meet evolving customer expectations in an increasingly digital-centric world

Keywords: contemporary landscape

