IJARSCT



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

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

Volume 5, Issue 3, March 2025

Digital Transformation of Business

Krushna Ankush Ayya, Adesh Mengane, Dr. Archana Aher MIT Arts Commerce and Science College, Alandi, Pune, India

Abstract: Digital Transformation has evolued significantly to recompose the landscape of morden business. This particular abstacts scrutinize the fundamental shifts, the abnormal changes and opportunities emerges from the digital technology from the deep of organizational strategies. The looming of the digital era has emphazed a sagacious evolution in business operation, Communication and Customer engagement.

DOI: 10.48175/568

Keywords: Business, transformation, E-commerce, technology, company

