

Study on How Digital Transformation is Changing the Avenues of Service Industry

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Abstract: *Both manufacturing and service companies' value chain activities have been impacted by digital transformation. Through network text analysis of 330 relevant articles published over the course of the previous ten years, this study explored digital transformation in the service sector. The keyword connection relationships in the chosen publications were examined to produce network maps of study subjects, ranging from established to novel ideas of researchers. Using centrality and community analysis, dominant research subjects and their clusters were found, as well as research trends. The findings of this study will aid researchers and practitioners in related professions in gaining a comprehensive understanding of the field.*

Keywords: Network text analysis; Service Business; An International Journal; Research trends in the service industry