Chapter 4

Digital Transformation and Its Impact on Organizational Branding

Meenakshi Sharma ⓘD and Shailendra Thapliyal ⓘD

Abstract

Businesses must digitally adapt their branding strategies in order to remain relevant and succeed in today's business marketplace. This includes data analytics, real-time engagement, personalized experiences for customers, multichannel marketing, and rapid adaptability. Key performance indicators assist evaluate development. However, there are worries regarding data security and privacy, as well as increasing competition. Digital Transformation (DT) is a significant organizational transition that necessitates businesses mastering smart and digital technology, as well as expressing on their objectives. The purpose of this research is to verify the evolution of knowledge management in light of DT developments. DT is a phenomena associated to organizational changes generated by the proliferation of digital technologies, as well as to technology. Organizations that prioritize DT are more likely to build a digital technology infrastructure, generate digital technology-enabled partnerships, and strategically integrate digital technology and business, improving their capacity to adapt quickly to market volatility. This study investigates the effect of disruptive change, technological innovation, and Industry 4.0 on DT, establishing the essential competencies for digitalization and maturity, finding viable adoption strategies, and proposing ways to overcome problems and impediments in this context. A comprehensive literature review is applied in this study to explore the influence of DT on business strategies. The findings show that research on the relationship between DT and strategic management is currently ongoing, highlighting limitations in the existing literature and recommending future study priorities. This paper investigates the integration of internet of things (IoT), cloud computing, and big data analytics in industrial branding, developing a conceptual framework for understanding the application of big data in value creation and identifying its potential applications in various industrial contexts through both qualitative and quantitative approaches.

Keywords

Digital Transformation, Branding, Digital Technologies, Digital Platforms, Cloud ERP, Iot

[1]Uttaranchal Institute of Management, Uttaranchal University, Dehradun, India. sharma.mnk12@gmail.com

[2]Uttaranchal Institute of Management, Uttaranchal University, Dehradun, India shailendra@uumail.in

Corresponding Author:
Email-id: shailendra@uumail.in