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Edited By

Dr. Pratikshya Bhandari

Dr. Venus Dennen Claver

Dr. E.Nirupama

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ROLE OF DIGITAL TRANSFORMATION IN MODERN BUSINESS

Dr.B.Kanammai

Assistant Professor, Department of Commerce
Nallamuthu Gounder Mahalingam College, Pollachi.

In today's fast-paced world, digital transformation has become a buzzword for businesses seeking growth, efficiency, and innovation. Digital transformation refers to the collaboration of digital technology into all spheres of a business, basically doing changes companies operation and deliver value to customers. It's not just about adopting new technologies; it's about rethinking how businesses can leverage them to drive success and meet the evolving needs of the market.

The digital age has ushered in new expectations from consumers and heightened competition across industries. Businesses must adapt to this change or risk being left behind. Here are several key reasons why digital transformation is crucial:

1. **Improved Customer Experience:** The customer is now at the heart of every business strategy. With the introduction of e-commerce, social media, and instant communication channels, customers demand more personalized, efficient, and seamless experiences. Digital transformation makes companies to gather real-time data, analyze consumer behavior, and offer targeted services that meet these heightened expectations.

2. **Increased Efficiency:** Automation and data-driven decision-making are two pillars of digital transformation that streamline business processes. By replacing manual processes with technology, companies can reduce errors, speed up operations, and reduce costs. Cloud computing and enterprise resource planning (ERP) systems further simplify how businesses manage their resources, leading to greater operational efficiency.

Key Words: Digital, Automation, Enterprise Resource Planning, Cloud Computing.