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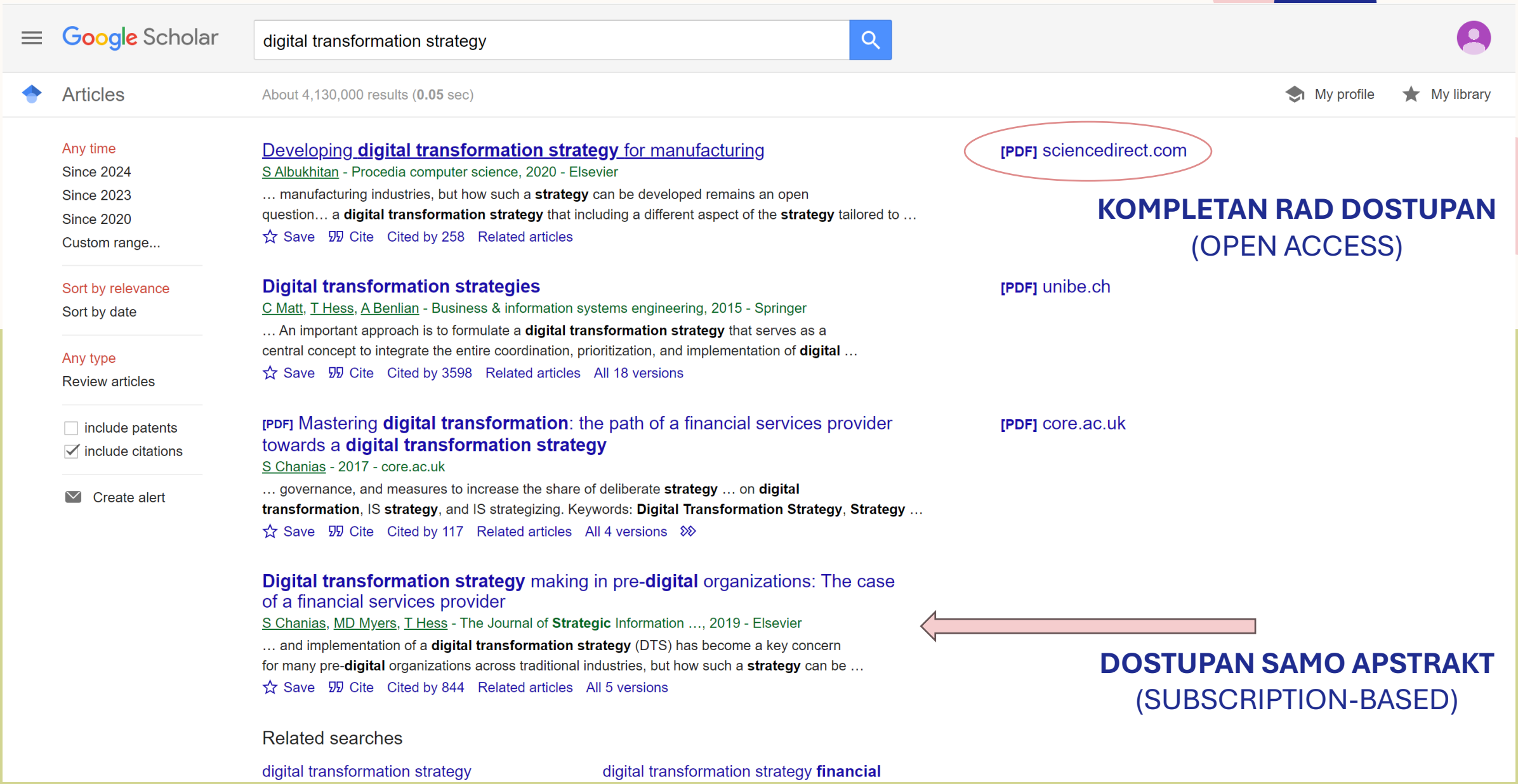

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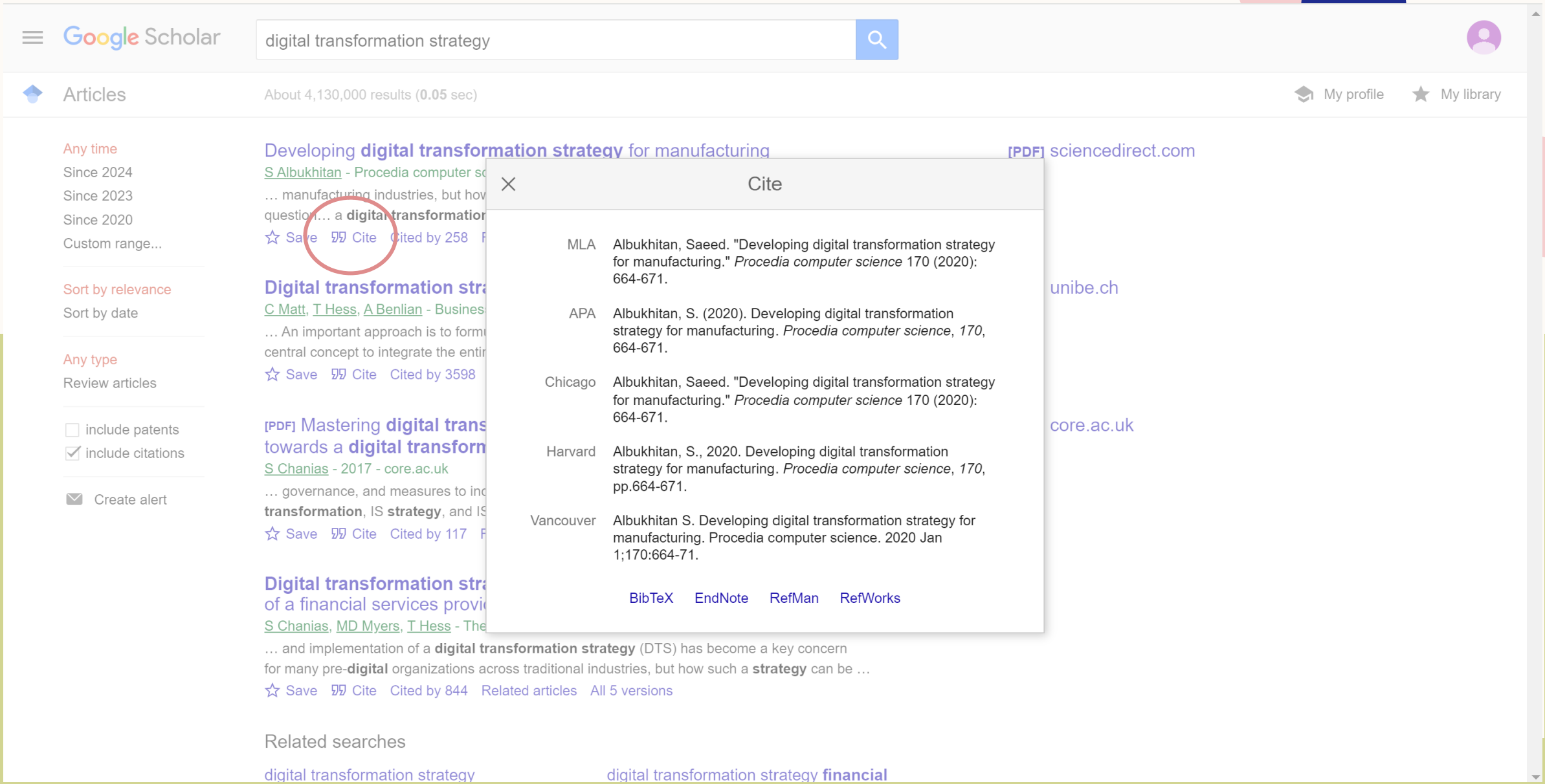

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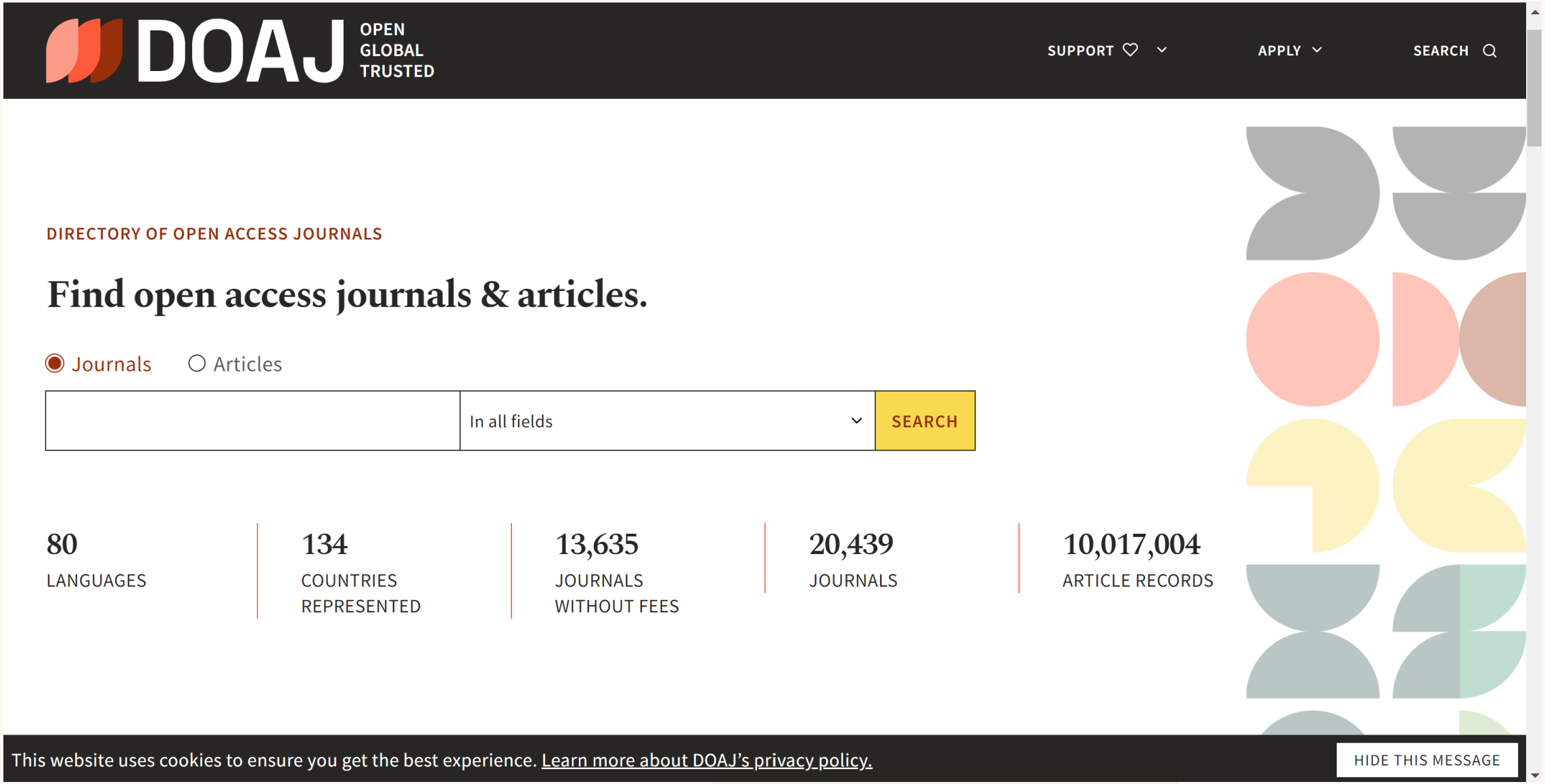

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The Digital Transformation of the Political Public Sphere: a Sociological Perspective (pp. 99-117)

Bernard Enjolras, Kari Steen-Johnsen

From: *Institutional Change in the Public Sphere: Views on the Nordic Model*, De Gruyter (2017)

Edition: 1

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...Steen-Johnsen 5 The **Digital Transformation** of the Political Public Sphere: a Sociological Perspective If the idea of the public sphere is central to the modern conceptior

RESEARCH REPORT

Leveraging the Digital Transformation for Development: A Global South Strategy for the Data-driven Econo

Dan Ciuriak, Maria Ptashkina

Centre for International Governance Innovation (Apr. 1, 2019)

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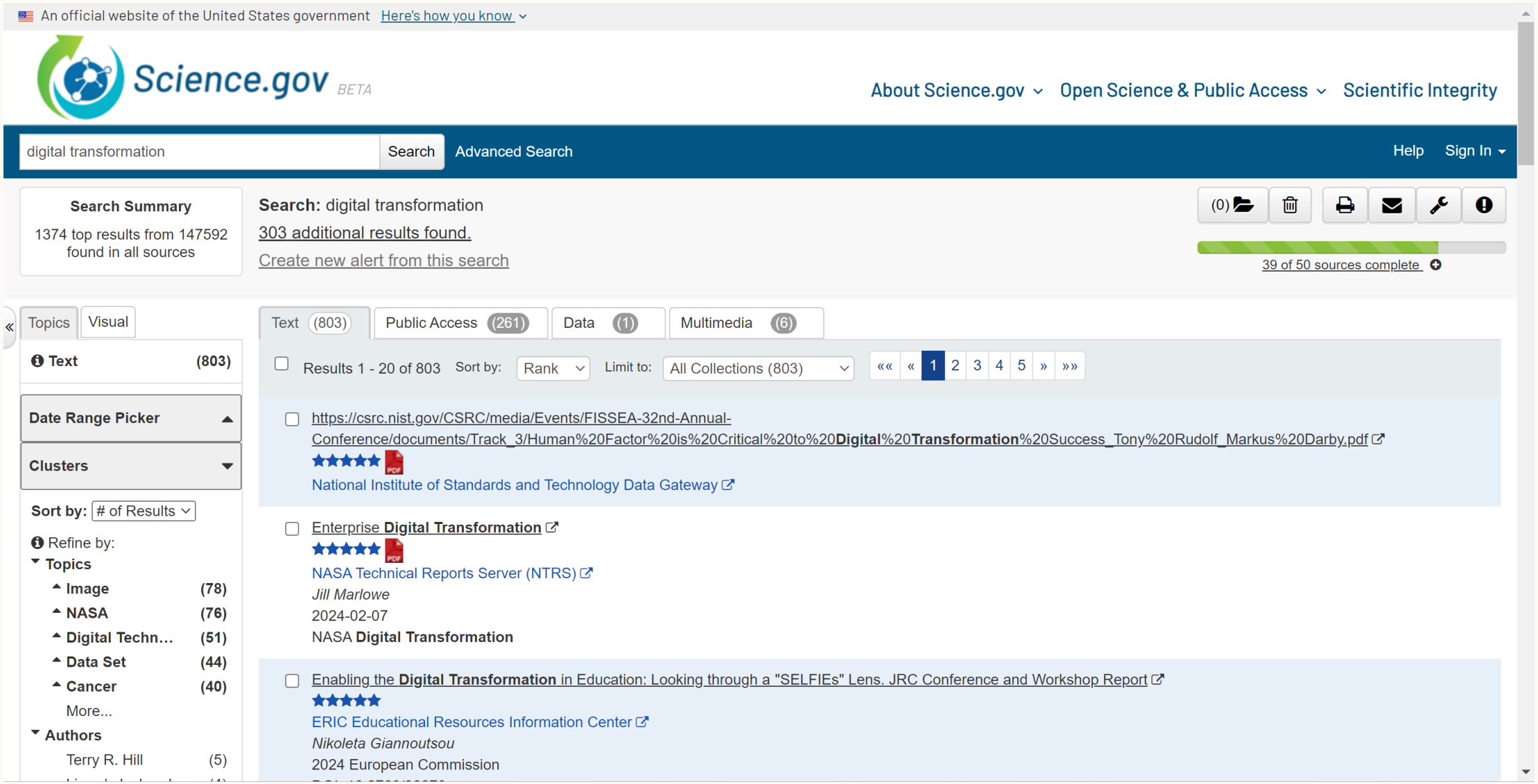
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1. arXiv:2403.01360 [pdf] q-fin.ST econ.GN

"Digitwashing": The Gap between Words and Deeds in Digital Transformation and Stock Price Crash Risk

Authors: Shutter Zor

Abstract: The contrast between companies' "fleshy" promises and the "skeletal" performance in **digital**... ▽ More

Submitted 2 March, 2024; **originally announced** March 2024.

Comments: 34 pages, 4 figures, 8 tables

2. arXiv:2311.18351 [pdf] econ.GN

Does ESG and Digital Transformation affects Corporate Sustainability? The Moderating role of Green Innovation

Authors: Chenglin Qing, Shanyue Jin

Abstract: Recently, environmental, social, and governance (ESG) has become an important factor in companies' sustainable

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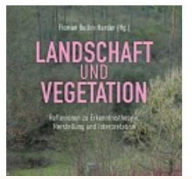

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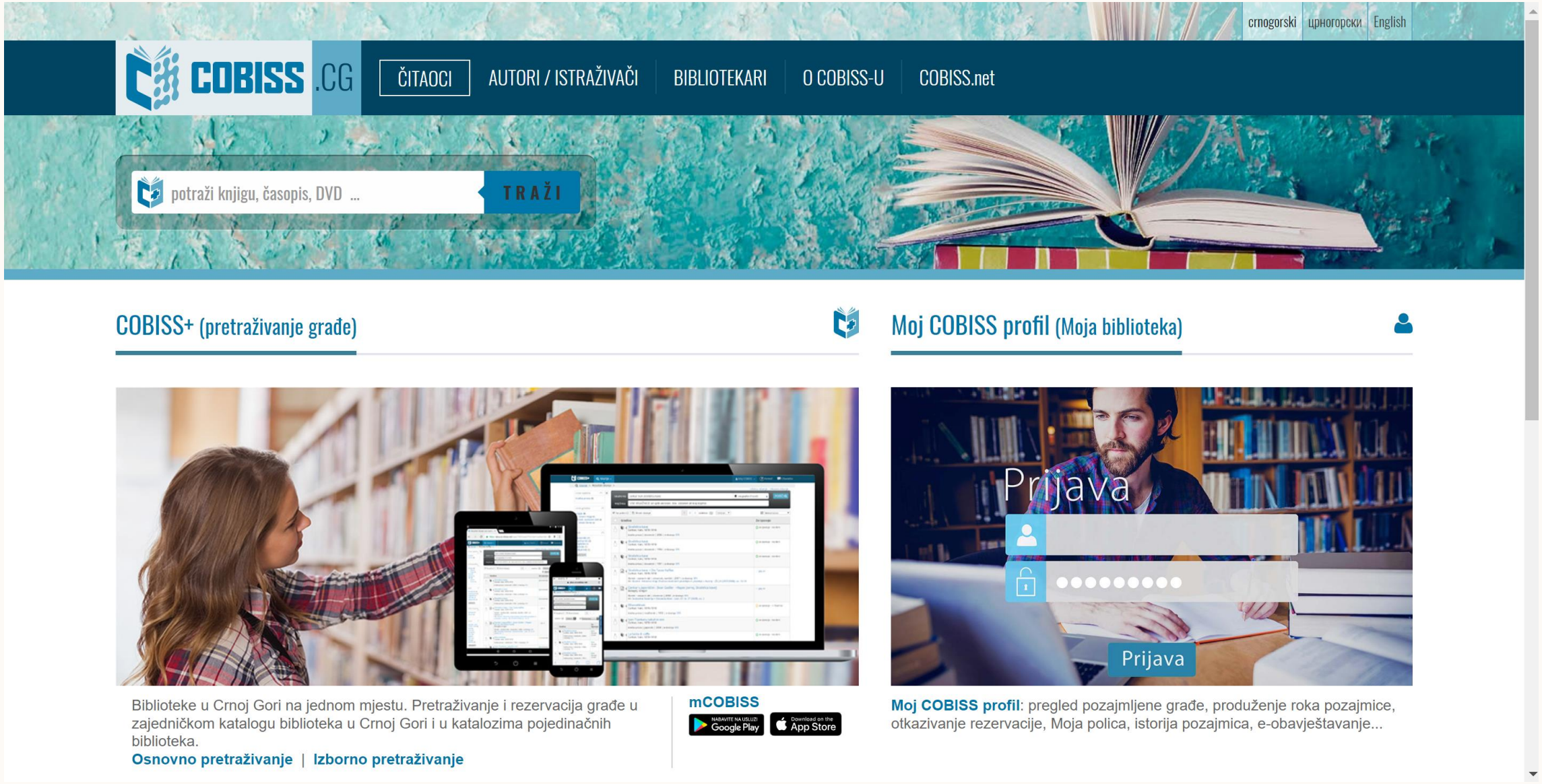

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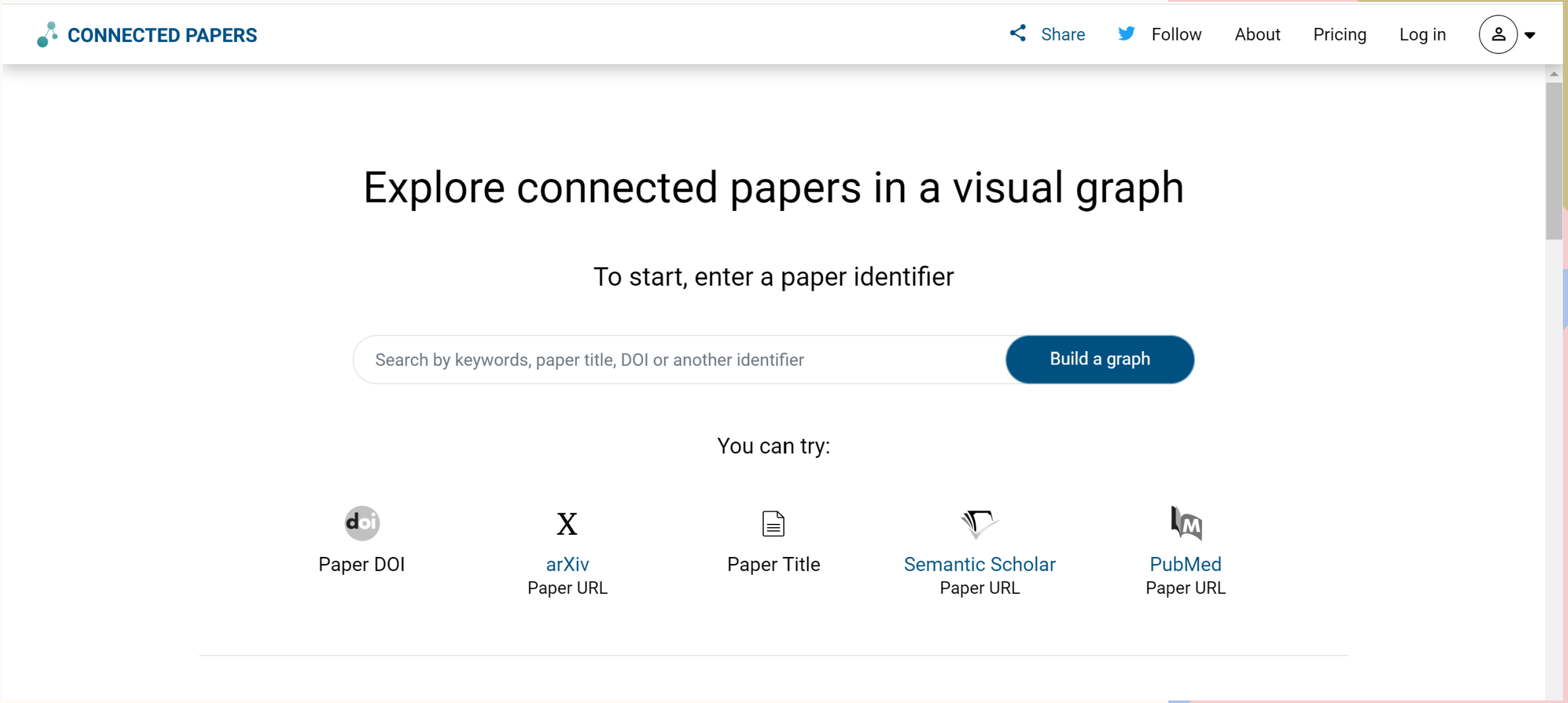

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An overview of the current state of research on digital transformation / Author Alexandr...

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Digital transformation in business and management research: An overview of the...

S. Kraus, S. Durst, J. Ferreira, P. Veiga, Norber...2022

Digital transformation: A multidisciplinary reflection and research agenda

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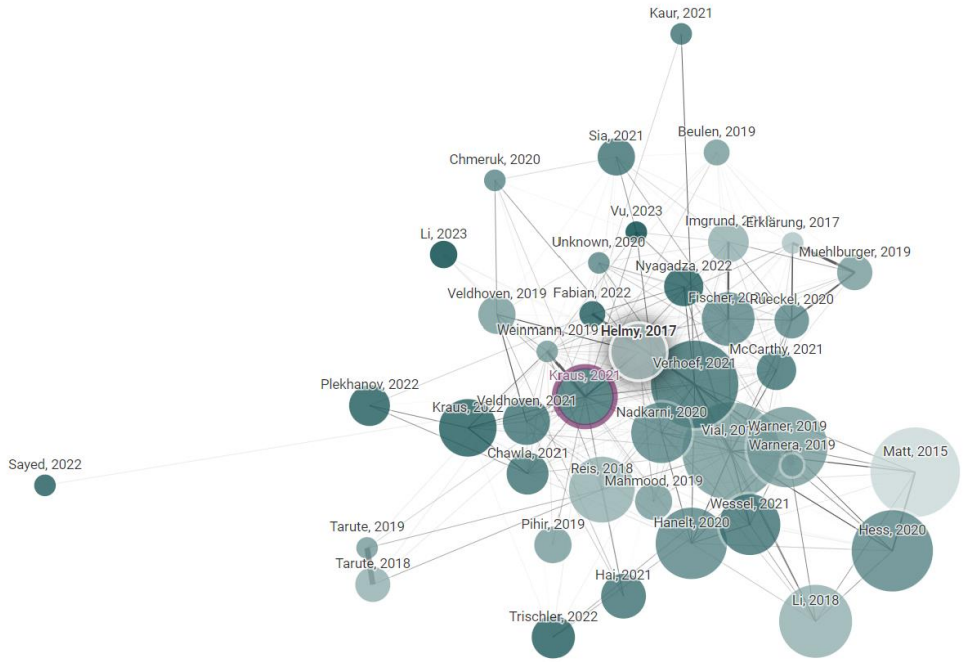

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Digital Business Transformation and Strategy: What do we know so far?

Mariam Helmy, I. Abdelaal, Mohamed Zaki

2017

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While many companies are experimenting with digital transformation, recent studies of success stories have shown that the enhanced competitive positioning of successful firms does not depend solely on the technologies they adopt, but, more importantly, builds on the strategies that their leaders deploy. Nonetheless, there is still a wide gap between executives' intentions and the realization of successful digital transformation initiatives and the consequent need to demonstrate the embedded strategic considerations. To help managers through the formulation and implementation of their firms' digital

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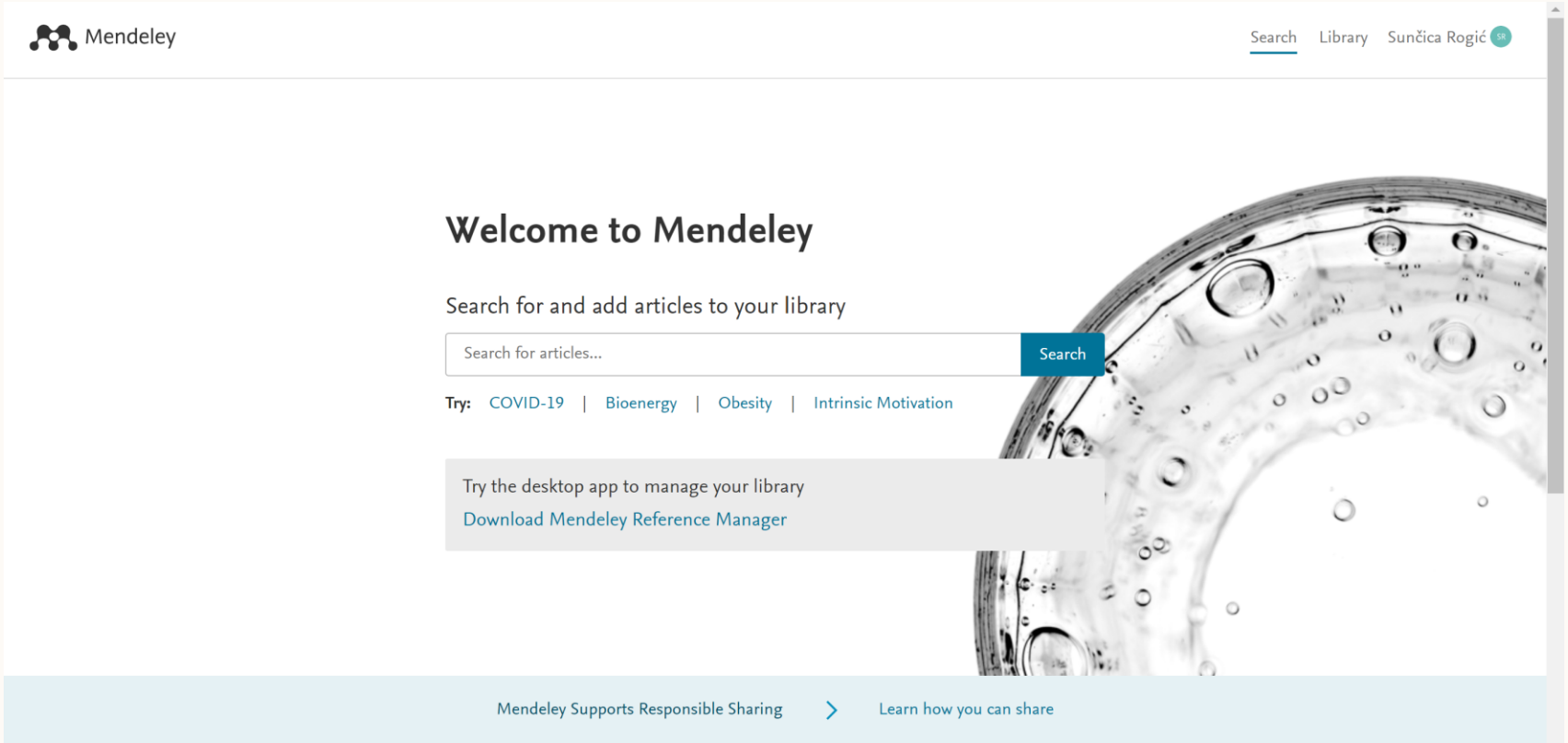

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Li Z	2011	Research on customer segmentation in retaili
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The Digital Sales Transformation Featured by Precise Retail Marketing Strategy

Zhu G, Gao X

Expert Journal of Marketing, (2019), 72-76, 7(1)

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In the context of digital marketing mode, the traditional retail industry encounters unprecedented impact and competitive edges of traditional marketing are disappearing. This paper comprehensively explores and analyzes retail precision marketing strategies based on the digital marketing model. Firstly, the predicament faced by the traditional retail industry from the aspects of commodity and consumer, sales technology and sales thinking is analyzed. Secondly, the strategic implementation of precision marketing in retail industry is presented. Finally, cases... Read more

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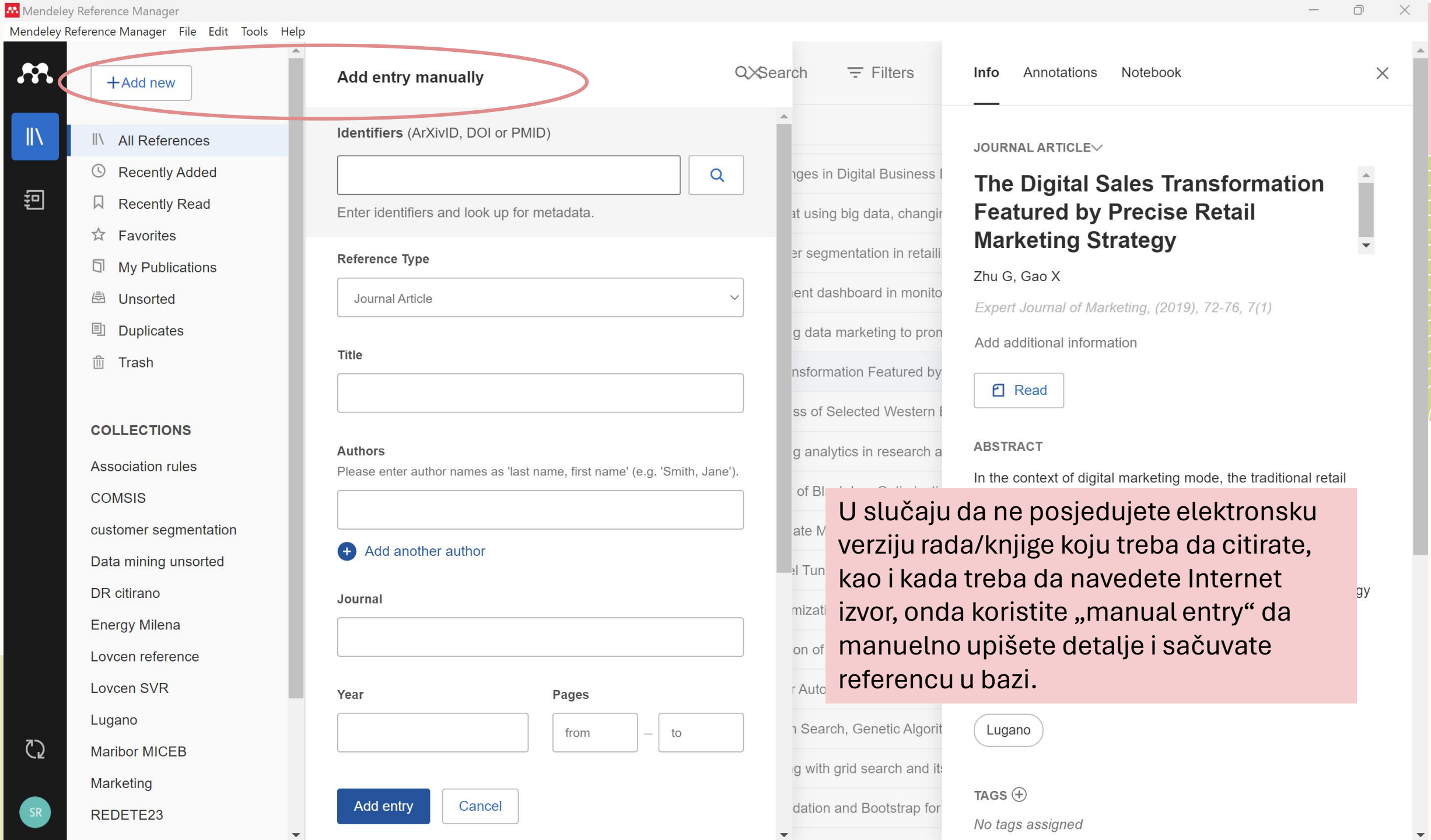
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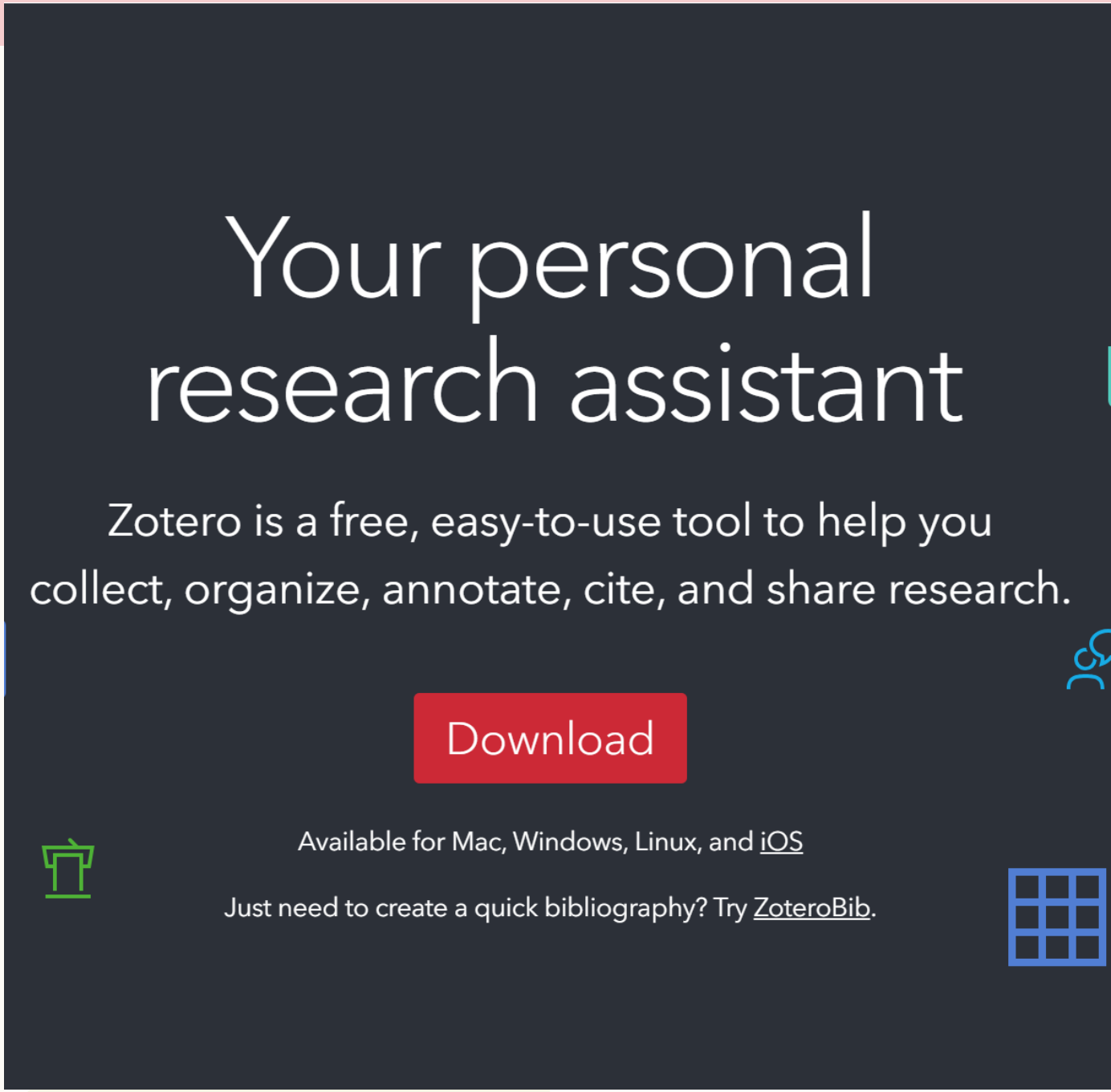

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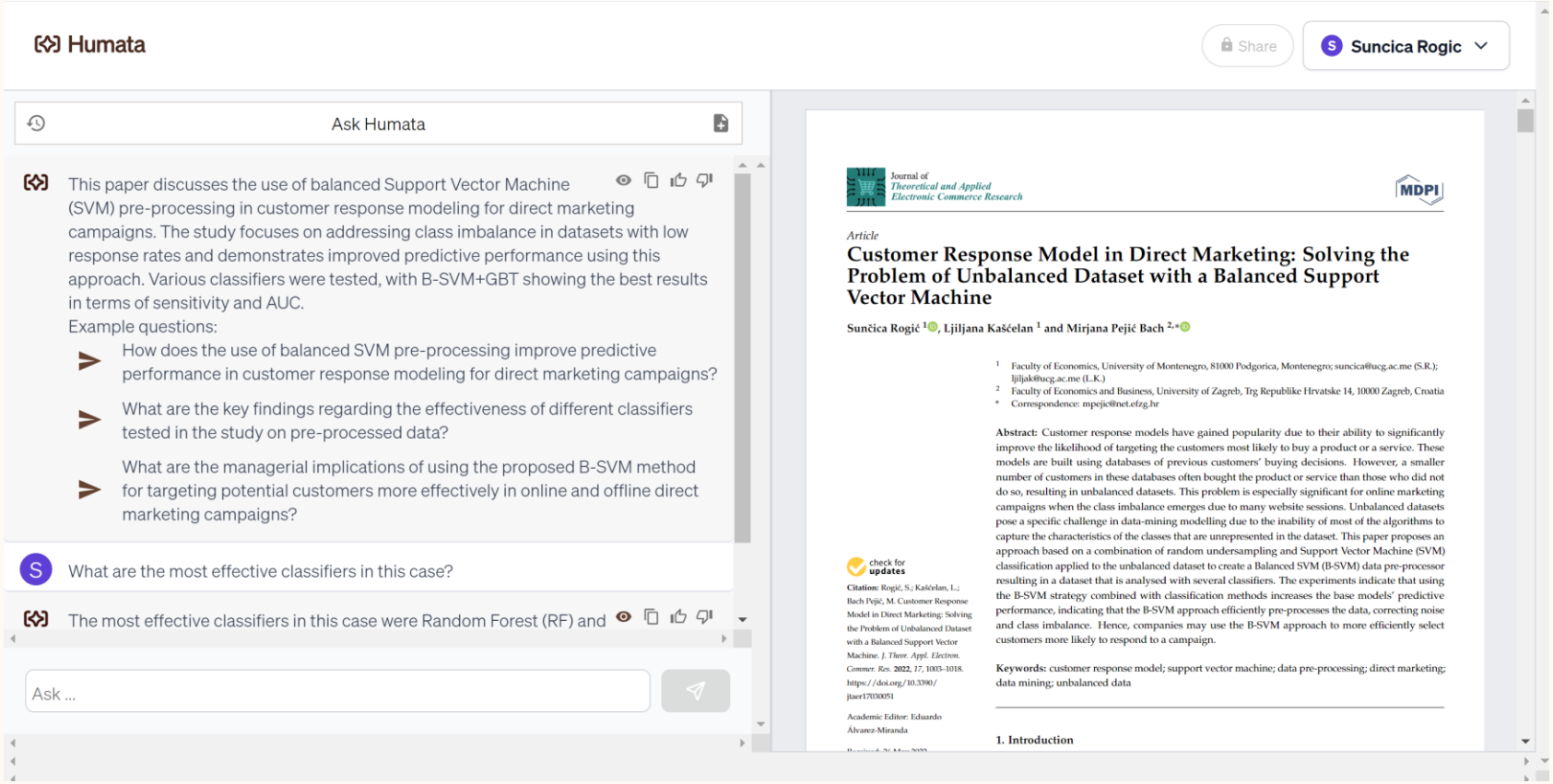

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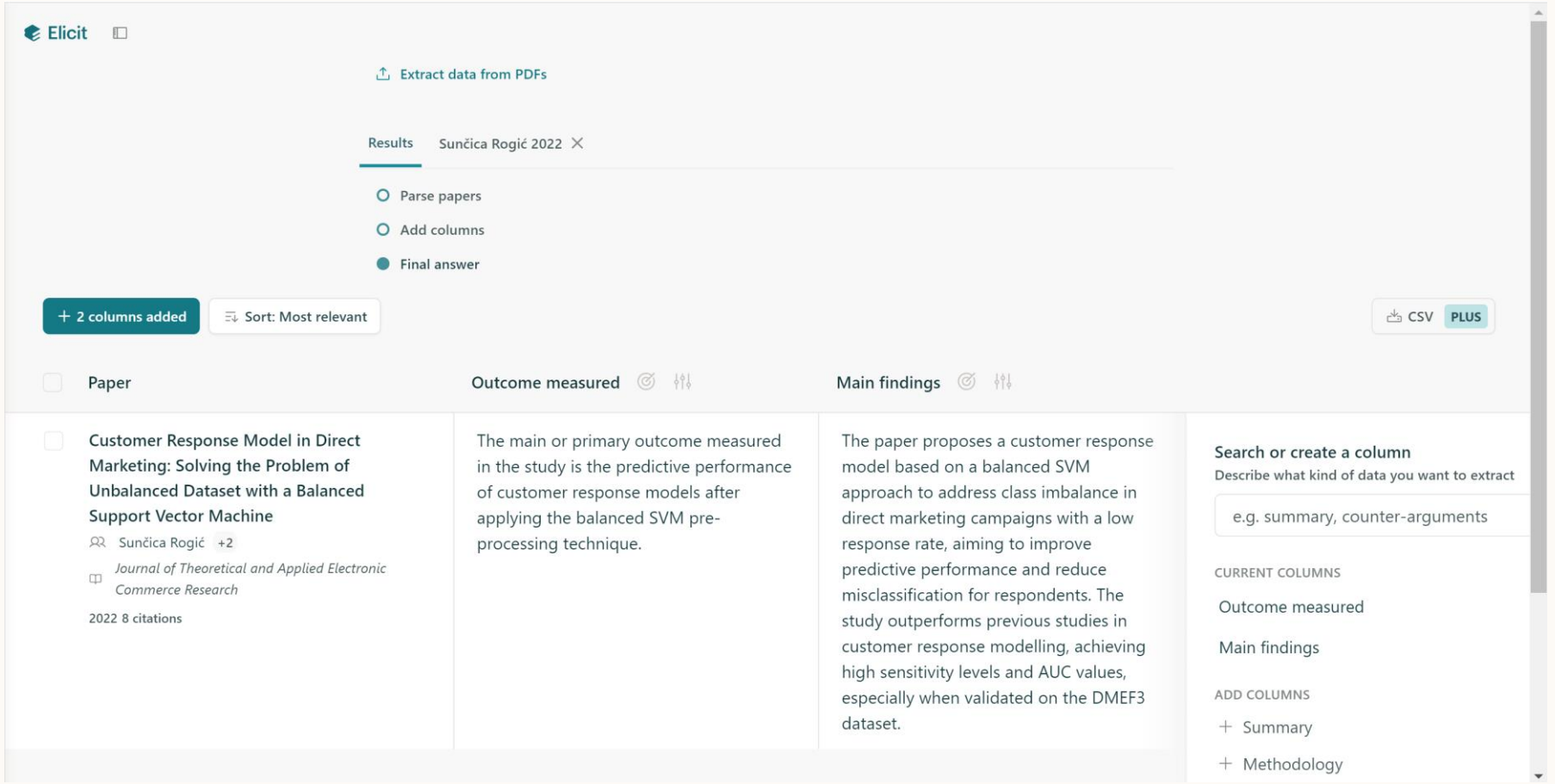

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