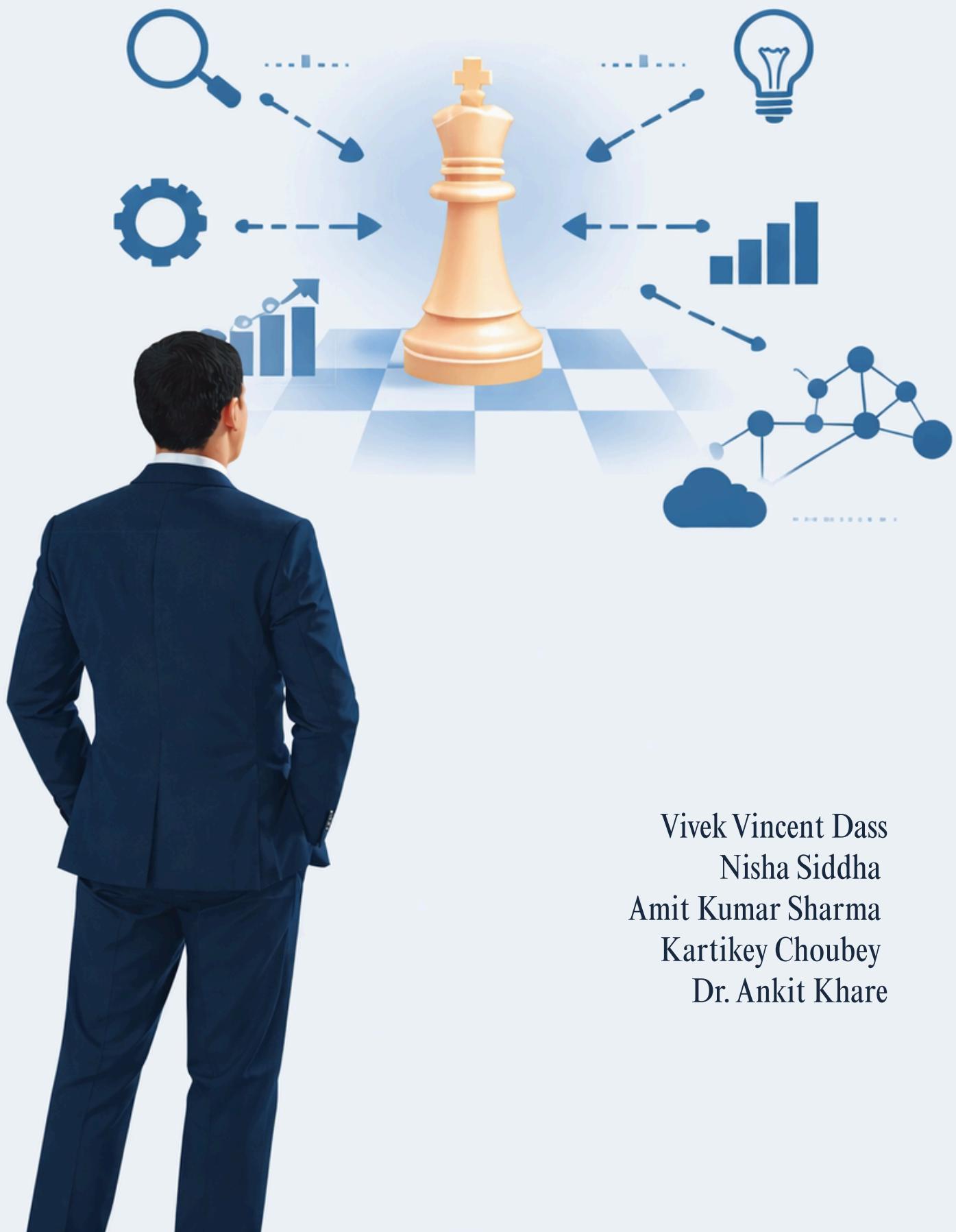


STRATEGIC MANAGEMENT IN THE DIGITAL ERA: MODELS, TOOLS AND CASES



Vivek Vincent Dass
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Strategic Management in the Digital Era: Models, Tools and Cases



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Strategic Management in the Digital Era: Models, Tools and Cases

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Preface

The rapid advancement of digital technologies has fundamentally transformed the way organizations formulate, implement, and evaluate strategies. In the digital era, traditional strategic management frameworks are no longer sufficient to address the complexities created by data-driven decision-making, platform-based business models, artificial intelligence, and global connectivity. Organizations today must continuously adapt to technological disruptions while maintaining sustainable competitive advantage.

Strategic Management in the Digital Era: Models, Tools, and Cases has been developed to provide a comprehensive understanding of how digital transformation reshapes strategic thinking and organizational performance. This book integrates classical strategic management concepts with contemporary digital perspectives, offering readers a balanced approach that bridges theory and practice.

The book emphasizes practical models, analytical tools, and real-world case studies to help students, researchers, academicians, and industry professionals understand strategic challenges in a technology-driven environment. It aims to develop strategic insight, critical thinking, and decision-making skills required to navigate the digital business landscape effectively.

Acknowledgement

The successful completion of this book would not have been possible without the support, encouragement, and contributions of many individuals and institutions. The authors would like to express their sincere gratitude to all academicians, researchers, and industry experts whose insights and scholarly work have enriched the content of this book.

We are deeply thankful to our colleagues and peers for their constructive feedback and valuable suggestions during the development of this manuscript. Special appreciation is extended to the students whose curiosity and discussions inspired many of the ideas explored in this book.

We also acknowledge the support of the publisher and editorial team for their guidance, patience, and professionalism throughout the publication process. Finally, we express our heartfelt gratitude to our families and well-wishers for their constant encouragement, understanding, and motivation.

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Mr. Vivek Vincent Dass is a dedicated academician with over a decade of teaching experience in leading management institutes. He is a PhD Scholar at Barkatullah University, Bhopal, and holds qualifications including an MBA and a BSc. Currently serving as an Assistant Professor at Baderia Global Institute of Engineering and Management, Jabalpur, he brings rich expertise in both classroom teaching and campus training. Known for his student-centric approach and strong conceptual clarity, he has consistently guided and mentored students at both undergraduate and postgraduate levels. He has actively participated in numerous Faculty Development Programs (FDPs), conferences, and seminars, contributing to academic and professional development. His unwavering commitment to education reflects his deep passion for teaching and his sincere service to the nation beyond the call of uniform.



Nisha Siddha is Currently working as Assistant Professor in the department of Management studies at Baderia Global Institute of Engineering and Management, Jabalpur having completed her MBA and M.Com. The author has over five years of industry experience and has been associated with academics for over 11 years. Her exposure to industry practices has provided her with a strong understanding of organizational dynamics, managerial decision-making, and professional communication, which she effectively integrates into teaching and academic writing. With sustained experience in management education, she emphasizes outcome-based learning and the application of theoretical concepts to practical business contexts. Currently serving as a faculty member in an MBA program, her academic interests include business communication, managerial skills, and applied business studies. Her combined experience in industry and academia enables her to present management concepts with academic rigor, conceptual clarity, and practical relevance, thereby supporting learner-centric education and preparing students to address contemporary managerial challenges.



Amit Kumar Sharma is currently working as an Assistant Professor at Baderia Global Institute of Engineering and Management, Jabalpur. He has over 11 years of academic teaching experience in Business Management and 7 years of corporate experience, which enriches his practical and industry-oriented teaching approach. His academic interests focus on bridging theory with real-world business practices, making learning relevant, contemporary, and application-based.



Kartikey Choubey is a management professional and academician, currently serving as an Assistant Professor at Baderia Global Institute of Engineering and Management, Jabalpur. He holds an MBA in Marketing from ICFAI Business School, Hyderabad, along with an academic background in engineering. He has diverse professional experience across banking, insurance, telecom sales, and management education, having worked with reputed organizations such as ICICI Bank, Bharti AXA Life Insurance, Aditya Birla Health Insurance, and Bharti Airtel. His professional interests include strategic thinking, market analysis, business planning, and the practical application of management concepts, which inform his contribution to strategic management and organizational studies.



Dr. Ankit Khare is an Assistant Professor in the Department of MBA at Baderia Global Institute of Engineering and Management, Jabalpur, with over 15 years of academic experience in various leading educational institutions. A PhD in Management from MGCGV, Chitrakoot, he completed his doctoral work on "Role of Microfinance Institutions in Financial Inclusion in Jabalpur Region," and holds MBA, PGDHRM, PGDFM, M. Com, and UGC-NET qualifications in both Management and Commerce. He has worked extensively on social and field-based projects, conducting socio-economic studies for national and international agencies. He has published research articles in reputed international and national journals, case studies and book chapters in various edited books in the area of Management. An accomplished orator, he has presented papers at national and international conferences and delivered talks on various academic platforms, bringing rich research and field insights into the domain of management.

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ABOUT THE BOOK

Strategic Management in the Digital Era: Models, Tools, and Cases offers a structured and insightful exploration of strategic management concepts within the context of digital transformation. The book examines how emerging technologies such as artificial intelligence, big data analytics, cloud computing, and digital platforms influence organizational strategy and competitive dynamics.

The content is organized to cover foundational strategic models, modern analytical tools, and contemporary case studies drawn from diverse industries. Each chapter blends theoretical frameworks with practical applications, enabling readers to connect strategic concepts with real-world business challenges.

This book is designed for undergraduate and postgraduate students of management, commerce, and related disciplines, as well as researchers, academicians, and professionals seeking to enhance their strategic capabilities in the digital age. By combining models, tools, and cases, the book serves as a valuable resource for understanding and practicing strategic management in today's digitally driven business environment.



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