

PREFACE

We are delighted to release a special edition titled “**Rebooting Business: A Guide to Digital Transformation**” explores how organizations can navigate this complex journey and emerge as agile, data-driven, and customer-centric enterprises. Digital transformation is no longer a choice—it is a strategic necessity. This e-ISSN Journal serves as a comprehensive guide for business leaders, educators, entrepreneurs, and students who wish to understand the principles, practices, and challenges involved in transforming traditional systems into smart digital ecosystems. Through real-world examples, case studies, and expert perspectives, this book bridges theory and practice to illustrate how technology can drive innovation to enhance efficiency, and to create sustainable value. This e-ISSN Journal discusses how businesses must adapt in the global economy under pressures from disruptive technologies – social media, cloud, automation, etc.

We would like to place heartfelt thanks to our **Virudhunagar Hindu Nadars’ Senthikumara Nadar College (Autonomous), Virudhunagar** Managing Board President Thiru **U.S.M.Sampathkumar**, Vice-Presidents Thiru **A.S.P.K.R.R.Ramasamy** and **Tmtty S.Daisy Rani**, Secretary & Correspondent Thiru **O.M.S.R.J. Mahesh Babu**, Treasurer **Thiru M.D.Kumaran** for their constant support throughout the publication of this book. My whole hearted thanks are to the Principal **Dr.A.Sarathi** and Self-Finance Programmes Co-ordinator **Dr.A.Kalidass** for their blessings, valuable support and guidance for publishing this book.

Our sincere gratitude goes to the contributors of the papers by sharing their knowledge and expertise for the publication in this edited book. This is an edited publication of the collection of articles submitted by Academicians, Research Scholars, Students from various institutions.

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Dr. S. Selvanathan is currently employed in Virudhunagar Hindu Nadars' Senthikumara Nadar College (Autonomous), Virudhunagar, Tamil Nadu, as the Head and Assistant Professor of Commerce (SF). He worked as an Assistant Professor for fourteen years. In addition to 71 research articles published in national and international journals, he has authored 23 Edited Books and 9 E-ISSN journals. In addition to winning awards for three of the finest paper presentations in the same field, he has delivered 98 papers at conferences and seminars at the International, National, and State Levels. In a number of Workshops, Conferences, and Seminars, he has also served as a Convener, Co-ordinator, and Member of the organizing committee. He has given 73 Lectures at Conferences, Seminars, Workshops and Guest Lectures at different establishments. Two Best Teacher Awards, the Dr. Sarvepalli Radhakrishnan National Award, the Best Guide Teacher Award, and the Best Human Resource Award were all given to him.



At the moment, Mr. V.M. Kannan is employed by the Virudhunagar Hindu Nadars' Senthikumara Nadar College (Autonomous), Virudhunagar, as an Assistant Professor of Computer Science in the Department of Commerce (SF). He worked as an Assistant Professor for eighteen years. Twenty Research Articles in National and International Journals, 5 Edited Volumes, and other works have been published by him. He has delivered Forty papers at numerous National and International Conferences and Seminars. In numerous Workshops, Conferences and Seminars, he has served as Convener, Co-ordinator, and Member of the Organizing committee. He has given around Fifteen Guest Lectures at different colleges.