

PREFACE

The International Journal of Business and Economics Research (IJBER) e-ISSN: 2455-3921 is happy to release a special edition titled “Digital Transformation in Service Sector - A Global View”. It explores the complex journey organizations undergo as they integrate digital technologies into every facet of their operations. We have drawn on real-world case studies, current research, and global trends to provide insights that are both academically rigorous and practically relevant. The articles address diverse industries and geographical contexts, underscoring the universal yet nuanced nature of digital transformation.

Our aim is to equip business leaders, policymakers, researchers, and students with a deeper understanding of how digital transformation is reshaping the rules of engagement in today’s interconnected world. Whether you are initiating a digital shift within your organization or analyzing the broader implications of this evolution, this book offers a guide to navigating the complexities and seizing the opportunities of the digital age.

I would like to place my 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, 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 special edition. 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.

My sincere gratitude goes to contributors of the papers by sharing their knowledge and expertise for the publication in this special edition. This is an edited publication of the collection of articles submitted by academicians, research scholars, UG and PG students from various institutions.

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Editors

Dr. S.Selvanathan
Mr. V.M.Kannan

About the Editors



Dr.S.Selvanathan is presently working as Head & Assistant Professor of Commerce (SF) in Virudhunagar Hindu Nadars' Senthikumara Nadar College (Autonomous), Virudhunagar, Tamil Nadu. He has 14 years of teaching experience. He has published 20 Edited Books, 8 E-ISSN Journals, 70 Research Articles in the National and International Journals and Edited Books. He has presented 98 papers in various International, National and State Level Conferences and Seminars and also won accolades for 3 best paper presentations in the same. He has also acted as a Convener, Co-ordinator and Organising Committee Member in various Workshops, Conferences and Seminars. He has delivered 73 Lecturers in Seminar/Conferences, Workshops and Guest Lecture Programmes. He was the recipient of Two Best Teacher Awards, Dr.Sarvepalli Radhakrishnan National Award, Best Guide Teacher Award & Best Human Resource Award.



Mr.V.M.Kannan is presently working as Assistant Professor of Computer Science, Department of Commerce (SF) in Virudhunagar Hindu Nadars' Senthikumara Nadar College (Autonomous), Virudhunagar. He has 18 years of teaching experience. He has published 3 edited books, 20 research articles in the National and International Journals and edited books. He has presented 40 papers in various International, National Conferences and seminars. He has acted as Convener, Co-ordinator, Organising Committee Member in various Workshops, Conferences and Seminars. He has delivered 15 Guest Lecture Programmes.