

Trenkle

Digital Transformation in Small and Medium-Sized Enterprises

Strategy, Management Control, and Network Involvement

The book gets to the heart of the digital transformation in SMEs. It supports scientists, entrepreneurs and political decision-makers alike by enabling a structured, logical discussion. The book consists of three parts. Part I develops a digital transformation strategy framework along the four categories of technology use, changes in value creation, organizational aspects and financial aspects. Part II identifies components of a digital transformation control system that includes cultural, planning, administrative, and performance indicator-based controls. Part III identifies 11 generic types of innovation networks.



59,00 €

55,14 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9783848778096

Medium: Buch

ISBN: 978-3-8487-7809-6

Verlag: Nomos

Erscheinungstermin: 06.10.2020

Sprache(n): Englisch

Auflage: 1. Auflage 2020

Serie: Wirtschaft und Recht für
Mittelstand und Handwerk

Produktform: Kartoniert

Gewicht: 303 g

Seiten: 201

Format (B x H): 153 x 227 mm

