

ABOUT THE BOOK



The emergence of digital transformation has made every aspect of business very simple and easy to connect with people all over the globe due to its unprecedented speed and global accessibility. The fast-paced technology is making its contribution almost in every area and sphere. Digitalization refers to the use of digital technologies to bring forth change in business processes, strategies and business models by providing new avenues and other opportunities. Digital Transformation is the process of rethinking the use of a company's technology, platforms and processes to create new business models and new forms of revenue. One of the key driver for achievement of the strategic goal is to seek various opportunities to digitize their organizational processes, strategies, operations and business models according to the demands of the dynamic, changing customer preferences and competitors' strategies. Digital technologies enable embracing new ways of working. Digital transformation enables great advantage to companies in terms of paying customers, financial resources, customer and market data, and the larger talent pools. Agility, innovation and digital thinking are the significant parts of digital transformation addressing all complex organizational challenges. After pandemic COVID-19, organizations and industries shifted from physical platform to digital platforms to fulfil their requirements. Digital transformation is the incorporation of technologies into organizations' products, processes and strategies. Organizations and industries have understood the significance of digitalization very well and taken an initiative to undertake digital transformation to better engage and serve their people and to serve the customers' needs to achieve competitive advantage. The digital transformation has completely changed the mindset of people and organizations. Digital transformation refers to the phenomena to rethink, re-imagine and reinvent all facets of an organization starting from employee skill sets, customer interactions and value proposition to supply chains, workflows and stakeholders.

ABOUT THE AUTHOR



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Dr. Meenakshi Kaushik has 15 years of experience in teaching, training, research and consultancy in the areas of HR, and OR, Values & Ethics. She is an academocrat, Motivations and PDP Trainer. Presently, she is working as a Dean (Research) in Trinity Institute of Innovations in Professional Studies (Affiliated to Indraprastha University). Her Ph.D. thesis is entitled as "A Study of Leadership Effectiveness of Women Executives in Context of Delhi-Based Business Organizations" has brought relevant theoretical and empirical imperatives on leadership development strategies among women leaders and executives. She has also imparted education as a Professor with several reputed institutions as NDM, Army University, Delhi Business School and IIM Business School. She has also worked as a guest faculty and Trainer in Indian Society for Training and Development (ISTD), New Delhi for six years. She is supervising Ph.D. candidates of Aligarh Muslim University (AMU), Central University. She has also contributed many research papers in national and international reputed journals.

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DIGITAL TRANSFORMATION: RECENT TRENDS AND PROGRESS

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PHOENIX

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This book shows the basic concept of Mobile computing as well as wireless transmission, WAP, wireless communication, telecommunication, mobile internet, WML, Network layer, Transport layer, physical layer & network Layer functions & uses in details. This book covers the all contents syllabus of Mobile computing. It also provides the idea about internetworking, advanced internetworking, congestion control and resource allocation as well multimedia networking. This book also provides the detail descriptions of GSM, WML services etc. No doubt this book will be very much beneficial for the students of BCA, B Tech & MCA.

This book has following features:-

- This book covers the whole syllabus of Mobile Computing theory of BCA & B Tech.
- This book contains all contents of Mobile Computing subject that is also useful for MCA students.
- All the students of BCA & BTECH who have problem in Computer Mobile Computing, they can also consult this book. It fully covered the syllabus of Computer network subject of BCA.



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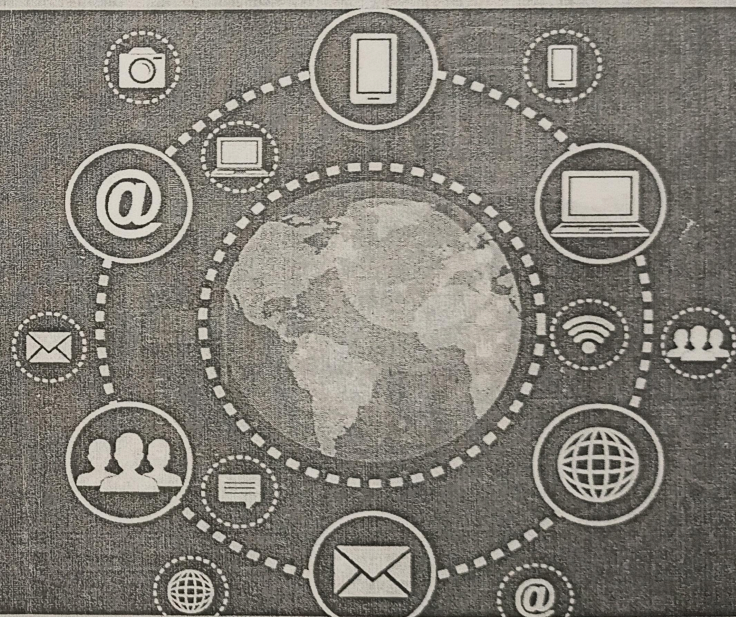
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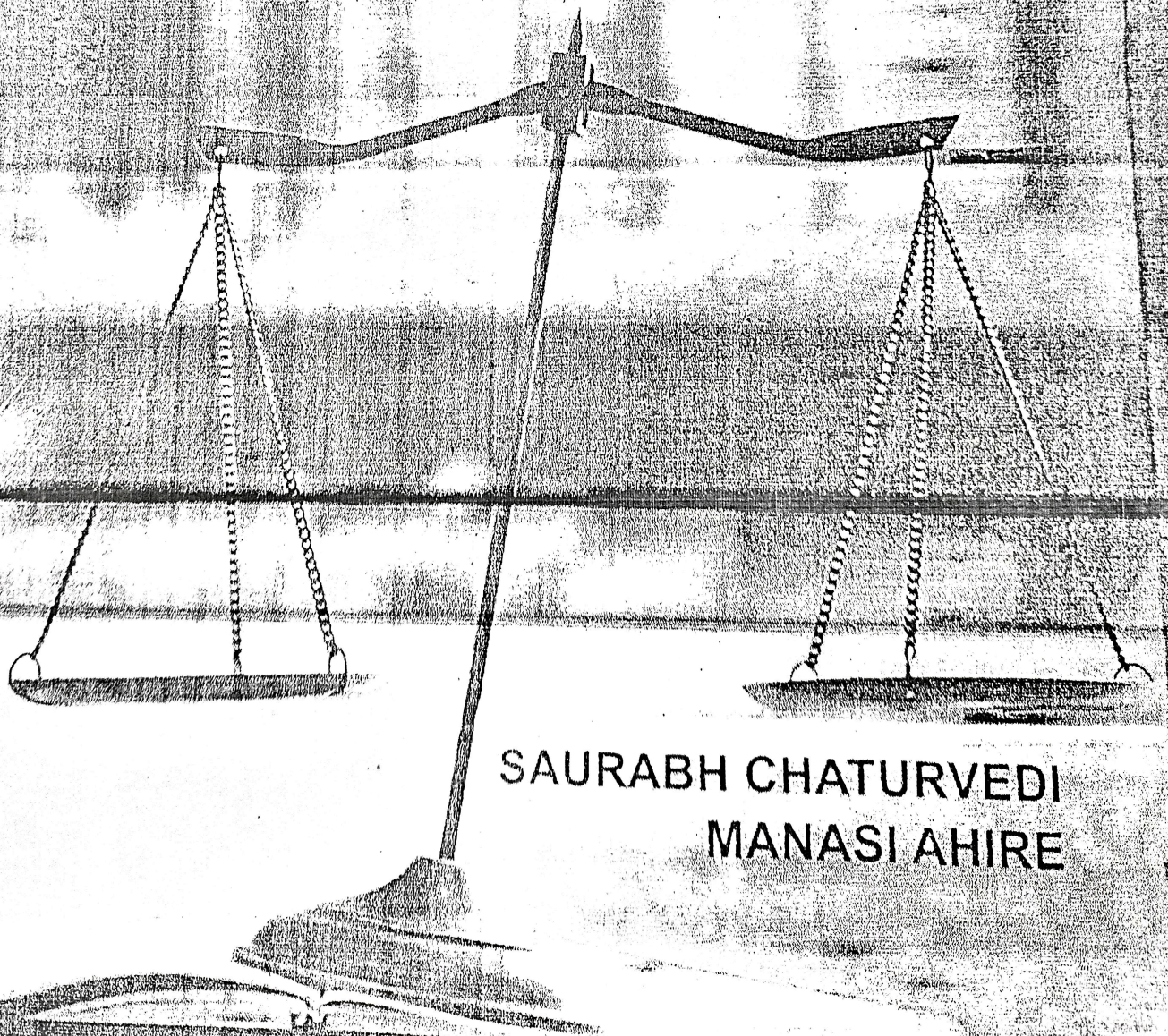
FOR BCA, B.TECH & MCA STUDENTS



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