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# The Future Of Omni Channel Retail Predictions In

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The Future of Omni-Channel Retail  
 Exploring the Role of Omni-Channel Retailing Technologies  
 Food Supply Chain Management and Logistics  
 OMNICHANNEL MARKETING: the Roadmap to Create and Implement Omnichannel Strategy  
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 Building the Internet of Things  
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 Omni-Channel Retail and the Supply Chain  
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 Managing Customer Experiences in an Omnichannel World  
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 AI and the Future of Banking

*The Future Of Omni  
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## HUDSON CUNNINGHAM

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The Future of Omni-Channel Retail Kogan  
 Page Publishers

"The days of going to the local department store to buy a television, view the options available and make a purchase, now seem "quaint." The emergence of the internet, smart phones, social media and other technologies has opened a world of new options for consumers (and businesses) to review, research, and buy online with an ever-increasing array of delivery options. The emergence of e-commerce has resulted in what is commonly known today as "omni-channel" marketing, in which customers engage with companies in a variety of ways, including in a physical

store, online via websites, and mobile apps. This process puts the supply chain "front and center" as consumers are increasingly demanding and browse, buy and return goods through various channels and not just the traditional "brick and mortar" way. To accomplish this with high levels of service while remaining profitable, requires real-time, visibility of inventory across the supply chain and a single view of the consumer as they continuously move from one channel to another. While this is a boon to consumers, it has made the already complex global supply chain even more challenging to manage. On top of that, the 2020 Covid19 Pandemic has accelerated this omni-channel retail trend as consumers need even more ways to order and additional options for last mile delivery such as curbside pickup. Covid19

has exposed the lack of flexibility and readiness resulting in shortages of everything from toilet paper and meats to "PPE" (personal protective equipment) and ventilators due to a variety of capacity and inventory allocation issues. It has been a real-life example of the "bullwhip effect" in action where variability at the consumer end of the supply chain results in increased variability as you go upstream towards distributors, manufacturers and suppliers creating shortages, mis-allocation and increase costs. No longer can a manufacturer, distributor or retailer of consumer products just "fill the pipeline" and wait for orders to come in. Now they must anticipate the various purchase and delivery items, while at the same time minimize costs. To do this is no easy task, requiring a Lean, agile and responsive supply chain. Until now, there

was no existing "playbook" for organizations to navigate their way through this new world. This book describes the impact of omni-channel marketing on the supply chain and logistics functions and is intended to help management meet the needs of not only today's ever changing world but to anticipate what may be required in the future to achieve superior customer service, profitability, and a competitive advantage"--

[Exploring the Role of Omni-Channel Retailing Technologies](#) Emerald Group Publishing

Rapid shifts in technology and societal changes accelerated by the Pandemic have fundamentally changed the way that customers experience luxury. While digital transformation has unlocked new opportunities to connect one-to-one with customers, the challenge for luxury brands is to engage with customers while protecting their brand equity and leveraging digital tools to build personal relationships with customers. Taking you beyond omni-channel marketing, this book takes a deep dive into the concept of omni-personal, which enables you to connect your brand to relevant and individual experiences. Highly practical in scope, it takes you on a journey to building individual and relevant experiences and relationships at scale. The authors answer the essential questions of who, why, how, what and when omni-personal matters most in luxury, offering best-practice examples, case studies and interviews with industry leaders. Ultimately, this book shows you how to embed the omni-personal strategy into your business and offers a framework to help you assess your organization's ability to deliver omni-personal marketing along the different channels and touchpoints within the customer journey. This book is for anyone who is interested in the future of luxury, including industry experts and brand managers who want a better understanding of the required steps towards an omni-personal customer relationship.

**Food Supply Chain Management and Logistics** MIT CTL Media

"In Omni-Channel Retailing, Ken Wong has captured the essential technologies and tools that we use everyday to provide our customers with the products they want, through the channel that best serves their needs." -David Markwell, Chief Technology and Analytics Officer, Loblaw Companies Ltd. "Ken Wong has crafted a formidable yet highly approachable guide that every retail business, large, medium and small, should devour. Retailers who want to do

more than survive will find Omni-Channel Retailing an indispensable roadmap to winning and keeping customers." -David Agnew, President, Seneca College "Dr. Ken Wong provides an outlook that is current to today's Retail industry. His contemporary insights provide relevance to all those interested in learning more about Omni-Channel Retailing." -Dr. Seung Hwan (Mark) Lee, Director, Professor, Retail Management, TRSM, Ryerson University "There is no space for 'silos' or functional borders within the organization. All have to be integrated to deliver the best and consistent customer experience. Omni-Channel Retailing explores this strategy, provides proven examples of success, and delivers practical advice to help today's retailers." -Perry Oosting, Former CEO, Clergerie Paris The COVID-19 pandemic is rewriting the rules of retail. A growing number of shoppers now rely on same-day delivery, curbside pickup, in-home/in-car delivery, and AI-powered drive-thru to get their goods. To accommodate such a paradigm shift, retailers must undertake significant changes in their business models to become digitally enabled and data-driven. Omni-Channel Retailing is written to help retailers and retail students understand the importance of delivering a seamless, cohesive, and contextual customer experience throughout the shopping journey. This book addresses today's retailers' challenges and gives new ideas for implementation. Relevant activities and discussion topics are included to help readers master the concepts.

**OMNICHANNEL MARKETING: the Roadmap to Create and Implement Omnichannel Strategy** John Wiley & Sons

These conference proceedings are the output of one of the first academic events of its nature happening globally, targeting fashion from a communication sciences perspective, including, in a broad sense, cultural heritage studies and marketing. The chapters present theoretical and empirical interdisciplinary work on how various communication practices impact the fashion industry and on societal fashion-related practices and values. The special focus of this volume is how digital transformation is changing the field and its utility to practitioners. Using these academic insights, practitioners can understand the core causes and reasons for trends and developments in the field of fashion communication and marketing. [Statistics for Research](#) Springer  
The digital era has brought about important changes that continue to affect all our lives. Efficient management and

storage of digital information has become crucial, as has the ability to access that information quickly and efficiently, and priorities are to allow for the saving of digital data in many different ways, and to avoid the loss of information in the event of a malfunction. This book presents the 65 papers presented at DMI2022, the first in the new annual conference series Digitalization and Management Innovation (DMI), held as a hybrid event in Beijing, China, on 26 November 2022. A total of 190 submissions were received for the conference, and the papers presented here were selected after careful and conscientious review, bearing in mind the breadth and depth of the research topics falling within the scope of digital and management innovation and resulting in an acceptance rate of 34%. Topics covered include digital transformation, supply chains, business models, and block chain, enterprises, banking, and sustainability, as well as policy in artificial intelligence, the gig economy, the post-epidemic era, green supply, citizenship behavior, human resource management, human relationships, agriculture, and environmental matters. Presenting original ideas and results of general significance and supported by clear reasoning, and compelling evidence and methods, the book will be of interest to all those whose work involves the management of digital data.

**Operations in an Omnichannel World** John Wiley & Sons

The world of retailing has changed dramatically in the past decade. Sales originating at online channels have been steadily increasing, and even for sales transacted at brick-and-mortar channels, a much larger fraction of sales is affected by online channels in different touch points during the customer journey. Shopper behavior and expectations have been evolving along with the growth of digital channels, challenging retailers to redesign their fulfillment and execution processes, to better serve their customers. This edited book examines the challenges and opportunities arising from the shift towards omni-channel retail. We examine these issues through the lenses of operations management, emphasizing the supply chain transformations associated with fulfilling an omni-channel demand. The book is divided into three parts. In the first part, "Omni-channel business models", we present four studies that explore how retailers are adjusting their fundamental business models to the new omni-channel landscape. The second part, "Data-driven decisions in an omni-channel world", includes five chapters that study

the evolving data opportunities enabled by omni-channel retail and present specific examples of data-driven analyses. Finally, in the third part, "Case studies in Omni-channel retailing", we include four studies that provide a deep dive into how specific industries, companies and markets are navigating the omni-channel world. Ultimately, this book introduces the reader to the fundamentals of operations in an omni-channel context and highlights the different innovative research ideas on the topic using a variety of methodologies. OmniChannel Marketing: the Roadmap to Create and Implement Omnichannel Strategy for Your Business CRC Press

Technological advances allow the development of an omnichannel strategy to create a seamless experience for customers. This study has adopted a systematic literature review approach to examine, synthesize, and extend a body of literature in the area of omnichannel retailing and the role of technology, taking into account both retailers' and customers' perspectives. We review 499 research papers to highlight the evolution of omnichannel research with a special focus on technology usage. After extracting the key theoretical foundations underpinning technology-empowered omnichannel retailing, we synthesize the empirical findings and identify emerging topics from the customer perspective including customer value, customer experience, showrooming and web rooming, and customer privacy concerns as well as the key themes from the retailer perspective consisting of channel integration, personalization, and resource challenges. Based on the knowledge from the theoretical and empirical insights, we develop three important future research areas to inspire further studies in this domain.

Building the Internet of Things Springer Nature

This fully updated edition of *Statistics for Research* explains statistical concepts in a straight-forward and accessible way using practical examples from a variety of disciplines. If you're looking for an easy-to-read, comprehensive introduction to statistics with a guide to SPSS, this is the book for you! The new edition features: - Clear explanations of all the main techniques of statistical analysis - A brand new student-friendly, easy-to-navigate design - Even more step-by-step screenshots of SPSS commands and outputs - An extensive glossary of terms, ideal for those new to statistics - End of chapter exercises to help you put your learning into practice - A new, fully updated companion website

([www.uk.sagepub.com/argyrous3](http://www.uk.sagepub.com/argyrous3)) with comprehensive student and lecturer resources including additional, discipline specific examples and online readings and WebCT/Blackboard quizzes. This is the ideal textbook for any course in statistical methods across the health and social sciences and a perfect starter book for students, researchers and professionals alike.

**Fashion Communication** Springer Nature

*Managing Customer Experiences in an Omnichannel World* explores how organizations integrating both the physical and virtual environments for consumers will enable them to effectively manage the customer experience.

Woman Evolve World Scientific

How can retailers achieve a quantum leap in freshness? How will your workforce meet the needs of a changing customer base? How far ahead do you plan in your Supply Chain Strategy? Is your supply chain IT infrastructure and application capability sufficiently flexible to support multiple channels and unpredictable fluctuations in transactional volume? Which is the geographic scope of your organizations Supply Chain Strategy? Defining, designing, creating, and implementing a process to solve a challenge or meet an objective is the most valuable role... In EVERY group, company, organization and department. Unless you are talking a one-time, single-use project, there should be a process. Whether that process is managed and implemented by humans, AI, or a combination of the two, it needs to be designed by someone with a complex enough perspective to ask the right questions. Someone capable of asking the right questions and step back and say, 'What are we really trying to accomplish here? And is there a different way to look at it?' This Self-Assessment empowers people to do just that - whether their title is entrepreneur, manager, consultant, (Vice-)President, CxO etc... - they are the people who rule the future. They are the person who asks the right questions to make Omni Channel Supply Chain investments work better. This Omni Channel Supply Chain All-Inclusive Self-Assessment enables You to be that person. All the tools you need to an in-depth Omni Channel Supply Chain Self-Assessment. Featuring 943 new and updated case-based questions, organized into seven core areas of process design, this Self-Assessment will help you identify areas in which Omni Channel Supply Chain improvements can be made. In using the questions you will be better able to: - diagnose Omni Channel Supply Chain

projects, initiatives, organizations, businesses and processes using accepted diagnostic standards and practices - implement evidence-based best practice strategies aligned with overall goals - integrate recent advances in Omni Channel Supply Chain and process design strategies into practice according to best practice guidelines Using a Self-Assessment tool known as the Omni Channel Supply Chain Scorecard, you will develop a clear picture of which Omni Channel Supply Chain areas need attention. Your purchase includes access details to the Omni Channel Supply Chain self-assessment dashboard download which gives you your dynamically prioritized projects-ready tool and shows your organization exactly what to do next. You will receive the following contents with New and Updated specific criteria: - The latest quick edition of the book in PDF - The latest complete edition of the book in PDF, which criteria correspond to the criteria in... - The Self-Assessment Excel Dashboard - Example pre-filled Self-Assessment Excel Dashboard to get familiar with results generation - In-depth and specific Omni Channel Supply Chain Checklists - Project management checklists and templates to assist with implementation INCLUDES LIFETIME SELF ASSESSMENT UPDATES Every self assessment comes with Lifetime Updates and Lifetime Free Updated Books. Lifetime Updates is an industry-first feature which allows you to receive verified self assessment updates, ensuring you always have the most accurate information at your fingertips.

*Competitive Drivers for Improving Future Business Performance* CRC Press

A New York Times bestseller! With life lessons she's learned and new insights from the story of Eve, Sarah Jakes Roberts shows you how past disappointments, struggles, and even mistakes can be used today to help you become the woman God intended. Who would imagine being friends with Eve—the woman who's been held responsible for the fall of humanity (and cramps) for thousands of years? Certainly not Sarah Jakes Roberts. That is, not until Sarah discovered she is more like Eve than she cares to admit. Everyone faces trials, and everyone will mess up. But failure should not be the focus. Your focus should not be on who you were but rather the pursuit of who you can become. In *Woman Evolve*, Sarah helps you understand that your purpose in life does not change; it evolves. Making her mistake in the Garden of Eden, Eve became the first woman to deal with rebuilding her life in the aftermath of her past. Eve knew

better, but she didn't do better. With scriptural lessons, Eve as the framework, and Sarah as your guide you will discover and work through: Past issues and insecurities that haunt you Seeing yourself as God sees you and trusting Him with who you really are How to come out of darkness and pursue a real relationship with God Why it's important to truly care for yourself Setting in motion the beautiful seed that God planted in you Your fears and insecurities may have changed how you viewed God, others, and yourself, but in *Woman Evolve*, you can break through and use past mistakes to revolutionize your life. Like Eve, you don't have to live your future defined by your past.

**Textiles, Identity and Innovation:**

**Design the Future** Springer

The days of going to the local department store to buy a television, view the options available and make a purchase, now seem "quaint." The emergence of the internet, smart phones, social media, and other technologies has opened a world of new options for consumers (and businesses) to review, research, and buy online with an ever-increasing array of delivery options. The emergence of e-commerce has resulted in what is commonly known today as "omni-channel" marketing, in which customers engage with companies in a variety of ways, including in a physical store, online via websites and mobile apps. This process puts the supply chain "front and center" as consumers are increasingly demanding and browse, buy, and return goods through various channels and not just the traditional "brick and mortar" way. To accomplish this with high levels of service while remaining profitable, requires real-time visibility of inventory across the supply chain and a single view of the consumer as they continuously move from one channel to another. While this is a boon to consumers, it has made the already complex global supply chain even more challenging to manage. On top of that, the 2020 Covid19 Pandemic has accelerated this omni-channel retail trend as consumers need even more ways to order and additional options for last mile delivery, such as curbside pickup. Covid19 has exposed the lack of flexibility and readiness resulting in shortages of everything from toilet paper and meats to "PPE" (personal protective equipment) and ventilators, due to a variety of capacity and inventory allocation issues. It has been a real-life example of the "bullwhip effect", where variability at the consumer end of the supply chain results in increased variability as you go upstream towards distributors, manufacturers, and

suppliers. This results in shortages, misallocation, and increased costs. No longer can a manufacturer, distributor, or retailer of consumer products just "fill the pipeline" and wait for orders to come in. Now they must anticipate the various purchase and delivery items, while at the same time minimize costs. To do this is no easy task, requiring a Lean, agile, and responsive supply chain. Until now, there was no existing "playbook" for organizations to navigate their way through this new world. This book describes the impact of omni-channel marketing on the supply chain and logistics functions, and is intended to help management meet the needs of not only today's ever-changing world but to anticipate what may be required in the future to achieve superior customer service, profitability, and a competitive advantage.

*Retail Supply Chain Management* IGI Global

This book aims to revisit the "traditional" interaction between channel strategies and the marketing mix in a connected world. In particular, it focuses on the following four dimensions in this context: Consumers, Products, Value Proposition and Sustainability. Keeping in mind the growing digitalization of business processes in the retail world and the move towards omni-channel retailing, the book introduces the state-of-the-art academic and practitioner studies along these dimensions that could enhance the understanding of the potential impact that new technologies and strategies can have on practice in the near future. When launching a new product/service to market, firms usually consider various components of the marketing mix to influence consumers' purchase behaviors, such as product design, convenience, value proposition, promotions, sustainability initiatives, etc. This mix varies depending on the specific channel and consumer niche that the firm is targeting. But this book shows how channel strategy also influences the effectiveness in utilizing the marketing mix to attract potential customers.

**Channel Strategies and Marketing Mix in a Connected World** IGI Global

Amelie Winters investigates omni-channel strategies in retail and provides new insights and important implications for researchers and managers based on theoretical considerations and empirical analyses. She shows that retailer should focus on the interdependencies between major purchase channels and emphasizes the need to identify supportive stimuli and cues, such as integration services and

online- and omni-channel-specific marketing instruments, to support such transfers and improve behavioral outcomes at the retailer and channel level. *Exploring Omnichannel Retailing* Universal-Publishers

Connect your organization to the Internet of Things with solid strategy and a proven implementation plan *Building Internet of Things* provides front-line business decision makers with a practical handbook for capitalizing on this latest transformation. Focusing on the business implications of Internet of Things (IoT), this book describes the sheer impact, spread, and opportunities arising every day, and how business leaders can implement IoT today to realize tangible business advantages. The discussion delves into IoT from a business, strategy and organizational standpoint, and includes use-cases that illustrate the ripple effect that this latest disruption brings; you'll learn how to fashion a viable IoT plan that works with your organization's strategy and direction, and how to implement that strategy successfully by integrating IoT into your organization tomorrow. For business managers, the biggest question surrounding the Internet of Things is what to do with it. This book examines the way IoT is being used today—and will be used in the future—to help you craft a robust plan for your organization. Grasp the depth and breadth of the Internet of Things Create a secure IoT recipe that aligns with your company's strategy Capitalize on advances while avoiding disruption from others Leverage the technical, organizational, and social impact of IoT In the past five years, the Internet of Things has become the new frontier of technology that has everyone talking. It seems that almost every week a major vendor announces a new IoT strategy or division; is your company missing the boat? Learn where IoT fits into your organization, and how to turn disruption into profit with the expert guidance in *Building the Internet of Things*.

*The Future of the Postal Sector in a Digital World* CRC Press

In this smart, practical, and research-based guide, Harvard Business School professor Frank Cespedes offers essential sales strategies for a world that never stops changing. The rise of e-commerce. Big data. AI. Given these trends (and many others), there's no doubt that sales is changing. But much of the current conventional wisdom is misleading and not supported by empirical data. If you as a manager fail to separate fact from hype, you will make decisions based on faulty

assumptions and, in a competitive market, eventually fall behind those with a keener grasp of the current selling environment. In this no-nonsense book, sales expert and Harvard Business School professor Frank Cespedes provides sales managers and executives with the tools they need to separate the signal from the noise. These include how to: Hire and deploy the right talent Pay and incentivize your sales force Improve ROI from your training programs Create a comprehensive sales model Set and test the right prices Build and manage a multichannel approach Brimming with fascinating examples, insightful research, and helpful diagnostics, *Sales Management That Works* will help sales managers build a great sales team, create an optimal strategy, and steer clear of hype and fads. Salespeople will be better equipped to respond to changes, executives will be able to track and accelerate ROI, and readers will understand why improving selling is a social as well as an economic responsibility of business.

*The Routledge Companion to Strategic Marketing* GRIN Verlag

Most customers today expect stores to provide easy shopping experience. In the past few years, customers have shifted their behavior not only within the physical store but also digitally. There is no online or offline marketing strategy anymore, but how both working together in a unique customer-centric manner. This is the Omnichannel Marketing. Your customer doesn't think in terms of channels...physical stores, online stores, websites, mobile apps, social channels, ...it's all a big blur to them. Instead, customers see the company or the brand. The revolution of technology and changing in consumer behavior everyday specially for retail business change everything in business landscape. A lot of marketers doing a great job every day to promote their business and acquire more customers using different channels, but still not matching the speed of the revolution, so there is a need to have one book to cover all the changes in consumer shopping behavior and provide proven steps and strategies on how to leverage the new Omnichannel marketing strategy and explain in details each step each marketer needs to know to step into the new world. It is widely acknowledged that Omnichannel is the future of retail, but do you know that only 12% of retailers offer mature Omnichannel experiences. Most of the marketers don't have a clear roadmap on how to start the Omnichannel model for their business, so here we are with a complete guide for implementation of

Omnichannel marketing strategy starting from planning, to execution and the adaptation needed in the organization. Omnichannel shopping presents a dramatic shift in how we think about retail, but it's a change that comes with huge opportunity. To make an Omnichannel strategy successful, key player across all departments need to come together and follow the new roadmap. Here Is A Review Of What We Will Cover....Change in Consumer Behavior Why Omnichannel Marketing? The Evolution of Omnichannel Marketing Stepping into Omnichannel Organize all aspects of your business - online and offline - to align goals and set out the plan to support omnichannel strategies Omnichannel Transformation Strategy Start Implementing Omnichannel Marketing Learn how you can implement re-marketing strategies and make the experience more personalized for your customers. Omnichannel marketing case studies As a simple reward for you buying this book, you will be able to subscribe to the Omnichannel Tracking Newsletter for FREE to keep up to the curve with the recent updated in Omnichannel marketing and case studies.

#### **Omni-Channel Retail and the Supply Chain** IGI Global

This book compiles the current state of knowledge on omnichannel retailing, a new concept in which all sales and interaction channels are considered together, and which aims to deliver a seamless customer experience regardless of the channel. It highlights case studies and examples related to each of the many barriers to an omnichannel approach, demonstrating not just success stories, but also failures. While omnichannel has already been recognized as an emerging retail trend, the articles in this book fill an important gap in research on the topic. Providing readers with essential insights on the omnichannel strategy and its implementation, the book will also stimulate academic discussion on this emerging trend.

#### **Omni-Channel Retail and the Supply Chain** iUniverse

WINNER: ACA-Bruel 2015 - Prix des Associations With the growth of the food industry come unique logistics challenges, new supply routes, demand dynamics and investment re-shaping the future of the food logistics industry. It is therefore important for the food industry to innovate both with regards to demand management and sustainability of food sources for a growing population. *Food Supply Chain Management and Logistics* provides an accessible and essential guide to food

supply chain management, considering the food supply chain from 'farm to fork'. Samir Dani shows the reader how to stay ahead of the game by keeping abreast of global best practice, harnessing the very latest technology and squeezing efficiency and profit from increasingly complex supply chains. *Food Supply Chain Management and Logistics* covers essential topics in food supply chain management, including: food supply chain production and manufacturing; food logistics; food regulation, safety and quality; food sourcing; food retailing; risk management; food innovation; technology trends; food sector and economic regeneration; challenges in International food supply chains; triple bottom-line trends in the food sector; food security and future challenges. Winner of the 2015 Prix des Associations, this book has been commended for its comprehensive coverage of the design, governance, supporting mechanisms and future challenges in the food supply chain.

#### *Omni-personal Luxury* Springer

This book contains contributions from the IX International Scientific Conference "Digital Transformation of the Economy: Challenges, Trends and New Opportunities," which was organized by Samara State University of Economics (SSEU, Samara, Russia), 2021, and devoted to the 90th anniversary of this higher education institution. Digital technologies became even more in demand during the pandemic, when companies, state authorities, and educational organizations were forced to switch to a remote format of work. The "forced" digitization of the usual ways of activity required rapid and decisive changes. Understanding the ongoing digital transformation implies the relevance of further in-depth research of this issue in the context of various socioeconomic systems, interdisciplinary interactions, and cooperation between scientists and practitioners. The book is an attempt to analyze these changes and consider them from the point of view of various scientific areas (economics, management, education, law, sociology, and others). This book addresses theoretical and practical aspects by studying the digital technology application in terms of the new socioeconomic reality development: big data in the digital economy, data collection and exchange, artificial intelligence, intelligent communications, digital platforms and strategies for the sustainable development of socioeconomic systems, and new requirements of professional and business education. It provides significant value for

scientists, teachers, and students of higher educational institutions.