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**C/O Advanced Scientific Research,**

**8/21 Thamocharan Street,**

**Arisipalayam, Salem**

## **Digital Transformation: The current trends in managing the business.**

**Makhmaraimov Mukhammadyusuf is a  
student of Millat Umidi University,  
Faculty of International Business  
[mmaxmaraimov@gmail.com](mailto:mmaxmaraimov@gmail.com)**

**Asliddin Kobilov is a  
student of Millat Umidi University,  
Faculty of International Business  
Scientific supervisor Dinara Ishmanova  
Doctor of Philosophy in Economics**

## **Digital Transformation: The current trends in managing the business.**

### **Abstract**

In today's environment transformation has emerged as an imperative to organizations to sustain and grow competitively in the global environment. Digital transformation is not simply IT enabled technologically; it involves changing the business and its processes all round. It is, thus, the aim of this article to outline the basic trends within digital transformation, to explain its consequences and provide a better insight into how modern company management can approach these changes.

### **Introduction**

There has been a development of technology that has highly enhanced the business environment. From cloud computing to artificial intelligence AI digital tools are revolutionizing business operations and customer interactions and ways of delivering value. Strategically, digital transformation can be seen as a way for organizations to improve their performance, create new value and align their business models with emerging environments. Hence, this paper seeks to analyze leading trends in digital transformation and the importance of their use in the management of business organizations' future processes.

### **Main Digital trends**

#### **1. AI and Machine learning**

Artificial intelligence (AI) and machine learning (ML) are the leading component of digital transformations. These technologies allow work to be done with unprecedented efficiency, sort through immense amounts of information and make intelligent choices. From business forecasting to customized shopping, industries are experiencing the power of AI as in enhancing operations and business growth.

#### **2. Cloud Computing**

We have seen cloud computing to be an essential part of infrastructure for today's businesses. It helps the companies to expand their operations and productivity besides cutting on the expenses they incur as well as enhances their interaction. It will help organizations to get real-time data, business adaptability, innovation and improvements through cloud platforms.

### **3. Internet of Things (IoT)**

The lack of connectedness between tangible objects and virtual space is bridged by the IoT, providing chances for analytics. Many companies are also leveraging IoT in tracking of assets, inventory and supply chain management and improving the experience of its customers. This trend is quite significant across the industries such as manufacturing, healthcare and retail industries.

### **4. Big Data and Analytics**

Information today is the new money of the new world. It helps the organizations to get relevant information, forecast the trends and have better understanding of the customer. The following are some of the benefits that companies acquire after investing in data driven methods;

### **5. Cyber security and data protection**

With evolution toward digital business change happening, cybersecurity and data protection have emerged as the significant issues. Companies are spending a lot of money on great security solutions for their own data and for meeting the requirements of regulations. Data integrity and the trust associated with data are prerequisites to sustaining customer trust and a positive business atmosphere.

### **6. Telework and Technologies for Team Engagement**

The use of remote work and activity via the internet, presentations, conferences, and other collaborative tools has become more popular because of the COVID-19 pandemic. Business communication tools such as Zoom, Microsoft Team, and Slack are common in businesses permitting teams to work remotely. It has also caused increases in the development of proactive approaches to managing employees, as well as encouraging workforce productivity and motivation.

### **7. Sustainability and Green Technology**

The digitisation of business processes is progressively aligned with sustainable development. Companies are venturing into the use of environmentally friendly equipment and methods, to minimize their impact in the environment. Whether it be energy-efficient data centers or company supply chains, the digital world is growing greener.

**Table: Benefits of key technologies**

<b>Technology</b>	<b>Primary Benefits</b>
Artificial Intelligence	Automation, predictive analytics, personalization
Cloud Computing	Scalability, cost efficiency, improved collaboration
Internet of Things	Real-time monitoring, operational efficiency
Big Data Analytics	Actionable insights, market trend prediction
Cybersecurity	Data protection, compliance with regulations
Green Technology	Sustainability, reduced environmental impact

### **Implication for Business Management**

## **Strategic Leadership**

Digital transformation similarly demand leadership that can create changes as well as embrace change in the organization. To ensure technology is fully incorporated, leaders need to be promoters of ongoing learning for those they lead to adapt to new changes.

## **Workforce Development**

The digitization of systems calls for a transformation of employee competencies and competencies. There is need for organizations to embrace training interventions in an attempt to prepare the employees to operate in the context of the new world.

## **Customer-Centric Approaches**

Meeting the customer needs forms the main foundation of the concept of digital transformation. Based on data analysis and segmentation as key strategies, company can improve the customers' experience and their loyalty.

## **Agile Operations**

Digitalization helps to adapt the flexible processes and rapid response strategies in business. Flexibility in operation enables organizations to counter adjust to overcome market fluctuations, develop products and services sooner than the rivals.

## **Conclusion**

Providers define digital transformation as dynamic and complex, and it is challenging to find an approach that encompasses all the changes happening in the vein of the management of modern businesses. AI, cloud, IoT, and sustainability are modern trends in the organization that businesses can use to discover new effective strategies and obtain sustainable outcomes. Nonetheless, the key to success in digital change is the commitment of leaders, employees, and customers and the transformation of a company's organizational culture. Therefore, for the future perspectives of the digital trade environment these values are as important as the development of the technologies and tools themselves.

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