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# Digital and Disruptive Technologies in India

- Trends
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# DIGITAL INNOVATION IN BUSINESS AND ECONOMY

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## Abstract

Digital innovations have had a transformative impact on business and economy. With the rapid advancement in technology, businesses have been forced to adapt in order to remain competitive. The rise of digital platforms has enabled companies to connect with the customers in new ways, and the ability to collect and analyse vast amount of data has created opportunities for businesses to make better decisions. The impact of digital innovation is not limited to the business sector as it has also had a significant impact on the economy as a whole. Digital technology has created new industries, jobs, and opportunities for economic growth, particularly in areas such as software development, data analysis, and cybersecurity.

**Keywords:** Digital platforms, Innovation, Cybersecurity, Business models, Transformation.

## Introduction

Digital innovations have had a transformative impact on business and economy. With the rapid advancement in technology, businesses have been forced to adapt in order to remain competitive. The rise of digital platforms has enabled companies to connect with the customers in new ways, and the ability to collect and analyse vast amount of data has created opportunities for businesses to make better decisions. The impact of digital innovation is not limited to the business sector as it has also had a significant impact on the economy as a whole. Digital technology has created new industries, jobs, and opportunities for economic growth, particularly in areas such as software development, data analysis, and cybersecurity.

Digital innovation has become a critical drive of business and economic growth in the 21st century. With the rapid evolution of technology and the internet, businesses have had to adapt quickly to keep up with the changing customer demands, new market trends, etc. Digital innovation refers to the use of digital technology to create new products, services, and business models that deliver great value to customers and stakeholders. This paper examines the role of digital innovation in businesses and the economy, including its impact on productivity, competitiveness and sustainability. The rise of digital platforms has enabled companies to connect with the customers in new ways, and the ability to collect and analyse vast amount of data has created opportunities for businesses to make better decisions.