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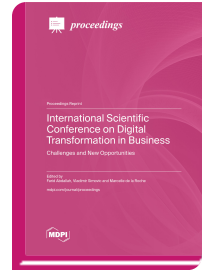
## **International Scientific Conference on Digital Transformation in Business: Challenges and New Opportunities**

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Edited by  
Farid Abdallah  
Vladimir Simovic  
Marcelle Roche

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Under the patronage of His Excellency Dr. Khaled Mahdi, Secretary General of the General Secretariat of the Supreme Council for Planning and Development, Australian University (College of Business), organized jointly with CQ University, Australia, and the Institute of Economic Sciences, Serbia, and under the sponsorship of the Kuwait Foundation for the Advancement of Sciences, the International Scientific Conference aimed to bring together researchers, scholars and policymakers to present and discuss their research on the frontiers of knowledge of selected topics in the field of digital transformation in business.

The conference gathered 30 presenters from Asia, Europe, and Australia, who presented the results of their research to peers from the participating countries and academic institutions. The mode of the conference was hybrid.



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