

Volume.98: 2022  
( New Series )  
ISSN : 0972 - 0766



**JOURNAL  
OF THE  
ASIATIC SOCIETY OF MUMBAI**  
(A UGC - CARE Listed Journal )

Editors  
Parineeta Deshpande  
Ambarish Khare

**Published by**  
**The Asiatic Society of Mumbai**  
Town Hall, Mumbai - 400 001,  
Maharashtra State ( India )  
2022



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## AN OVERVIEW OF GLOBAL DIGITAL TRANSFORMATION IN MARKET RESEARCH

**K. SHAJITHA**

Full time Ph.D Research Scholar  
PG & Research centre of commerce  
Fatima College, Madurai

**DR. T. JEYANTHI VIJAYARANI**

Associate Professor  
PG & Research centre of commerce  
Fatima College, Madurai

### ABSTRACT

The global digital transformation market size was evaluated at USD 608.72 billion in 2021 and is expected to expand at a compound annual growth rate (CAGR) of 23.1% from 2022 to 2030<sup>1</sup>. The COVID-19 pandemic posed a significant test for the entire world to endure the business congruity in between all the social distancing, lockdown, work from home, and other challenges. While few organizations were ready to face the challenges others were not due to a lack of digital strategy other important tools or infrastructure required for smooth functioning. Despite all the objections COVID-19 has delivered to personal, professional, and community life, it also gave new opportunities to businesses. Innovation, when utilized appropriately, upgrades proficiency and usefulness, the COVID-19 scenario offers the right opportunity for organizations to deal with their digital channels.

**Keywords:** Global Digital , CAGR, Digital transformation ,Covid

### INTRODUCTION

Globalization in recent decades has placed increasing pressure on businesses to change. This requires businesses to efficiently integrate to not only stay alive, but thrive in competitive environments. The hard reality of the impact COVID-19 has had on the economy and people's livelihoods has brought the concept of digital transformation into focus. This has especially been the case for the hard-hit workforce. Because Work from Home has become inevitable, new work models have had to be quickly developed and deployed. Terms such as telecommuting, teleworking, working from home, working at home, working remotely, virtual work, e-work, e-commuting, mobile work, flexible workplace, digital nomads, and freelancing have all been used to describe the current modes of work and to jump start digital transformation of the workforce.

