ISBN : 978-81-687357-0-5

Digital Media and Society

Opportunities and Challenges

Dr. Amit Kumar Agrawal

Digital Media and Society: Opportunities and Challenges

Editor

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Publisher :
Aditi Publication, Raipur, Chhattisgarh, India
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Year: **2026**
Edition - **01**

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Price : Rs. **999/-**

Publisher & Printer:
Aditi Publication,
Opp. New Panchajanya Vidya Mandir, Near Tiranga Chowk,
Kushalpur, Raipur, Chhattisgarh, INDIA
+91 9425210308

PREFACE

The digital revolution has emerged as one of the most transformative forces of the twenty-first century, reshaping economies, businesses, institutions, and social interactions across the globe. The convergence of the internet, mobile technologies, social media platforms, artificial intelligence, big data analytics, and digital communication tools have created an interconnected world where information flows seamlessly and opportunities for innovation continue to expand. In this dynamic environment, digital media has evolved from a communication medium into a powerful catalyst for economic growth, business transformation, social engagement, and knowledge dissemination.

The impact of digital media on commerce and management is particularly profound. Organizations increasingly rely on digital platforms for marketing, customer relationship management, brand building, supply chain coordination, and strategic decision-making. Digital entrepreneurship, e-commerce, influencer marketing, fintech innovations, and platform-based business models have redefined traditional business practices and created new avenues for value creation. Simultaneously, consumers have become more informed, connected, and empowered, influencing market dynamics and organizational strategies in unprecedented ways.““While digital media offers immense opportunities, it also presents significant challenges. Concerns related to data privacy, cybersecurity, misinformation, digital inequality, ethical use of artificial intelligence, online consumer protection, and the regulation of digital platforms continue to demand attention from researchers, policymakers, and industry practitioners. The balance between technological advancement and responsible digital governance remains a critical issue for contemporary society.

This edited volume, *Digital Media and Society: Challenges and Opportunities,* aims to provide a comprehensive understanding

of the evolving relationship between digital media and society from multidisciplinary perspectives. The chapters included in this book explore contemporary issues related to digital communication, social media, digital marketing, e-commerce, consumer behavior, digital governance, entrepreneurship, education, and sustainable development. Collectively, these contributions offer valuable insights into both the transformative potential and the emerging concerns associated with digital technologies.

The primary objective of this volume is to create a platform for scholarly discussion and knowledge exchange among academicians, researchers, industry professionals, policymakers, and students. By bringing together diverse viewpoints and research findings, the book seeks to contribute to the growing body of literature on digital transformation and its implications for society and business.""We extend our sincere appreciation to all contributing authors whose scholarly efforts and intellectual contributions have enriched this volume. We are equally grateful to the reviewers, editorial team, and publishing partners for their valuable support and guidance throughout the publication process.

Inspired by the ideals of innovation, responsibility, and inclusive development, we hope that this book will serve as a useful reference for researchers and practitioners while encouraging further exploration into the opportunities and challenges of the digital age. As societies continue to navigate rapid technological change, informed scholarship and collaborative dialogue will remain essential for harnessing the benefits of digital media while addressing its complexities.

Dr. Amit Kumar Agrawal
Editor

ACKNOWLEDGEMENT

The successful compilation of this edited volume, Digital media and society: opportunities and challenges would not have been possible without the collective support and contributions of numerous individuals and institutions, to whom we express our profound gratitude.

We are deeply indebted to **Prof. Dr. Vitthal Kumar Agarwal,** Hon'ble Director of Agrasen Mahavidyalaya, for his invaluable guidance and steadfast encouragement throughout this Book. His leadership provided a strong foundation for our work.

We extend our sincere appreciation to the distinguished contributors to this volume. Their scholarly expertise, insightful research, and dedicated efforts form the very core of this work, and we are truly grateful for their commitment to this endeavour.

We also wish to extend our thanks to our colleagues for their collegial support, which greatly enriched the development of this book."We are thankful to the entire team of publisher for their professionalism, diligence, and expert guidance in steering this book through the publication process.

Editor

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Editor Profile

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Dr. Amit Kumar Agrawal is an Assistant Professor and Head of the Department of Commerce at Agrasen Mahavidyalaya, Raipur, Chhattisgarh. He brings over 24 years of teaching experience at both undergraduate and postgraduate levels, contributing significantly to the academic and research community.

He holds an M.Com from Pandit Ravishankar Shukla University, Raipur, M.Phil. from Nagaland and earned his Ph.D. from MATS University, Raipur, MJ from C V Raman University Bilaspur . A recognized research guide, he is currently supervising three Ph.D. scholars.

Dr. Agrawal has a commendable research portfolio, with numerous publications in Scopus-indexed journals, ABDC and reputed national and international journals of advanced research. He has also authored books and book chapters. His active participation in academic discourse includes presenting papers at various national and international seminars, workshops, conferences, and Faculty Development Programs (FDPs).

Aditi Publication

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ISBN : 978-81-687357-0-5

9 788168 735705

₹ 999