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“Tech-Driven Transformation: Unveiling the Business Benefits of IT Partnerships in India”

Research Proposal

DBA (Doctor Of Business Administration)



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Chapter 1: Introduction

In the relentless pursuit of progress and efficiency, businesses worldwide are navigating the complex terrain of technological evolution. The digital era has ushered in an unprecedented wave of transformations, propelling organizations into uncharted territories of innovation and collaboration. As industries across the globe grapple with the demands of a dynamic marketplace, India stands at the forefront of this technological revolution, embracing tech-driven strategies to redefine its business landscape.

This thesis explores the intricate intersection of technology and business in the Indian context, delving into the pivotal role of Information Technology (IT) partnerships.

With a rich tapestry of history and a contemporary surge in technological adoption, India serves as a compelling backdrop to investigate the multifaceted dimensions of tech-driven transformation. The spotlight of this study is on unraveling the nuanced and often understated business benefits that emerge from strategic collaborations between enterprises and IT entities.



1.1 Background

India's trajectory in the realm of technology has been marked by significant milestones, from the IT boom of the late 20th century to the current era characterized by digital disruption and innovation. Businesses in the country are grappling with the imperative to embrace transformative technologies to remain competitive, efficient, and customer-centric. IT partnerships, encompassing alliances, collaborations, and technological integrations, have emerged as catalysts for driving this transformation.

1.2 Research Problem

While the discourse on technology adoption is expansive, a comprehensive understanding of the specific business benefits derived from IT partnerships remains elusive. This research aims to address this gap by delving into the intricacies of such collaborations, identifying their impact on organizational dynamics, and discerning the tangible advantages that businesses accrue through strategic technological alliances.



1.3 Objectives of the Study

The primary objectives of this study are to:

- Investigate the landscape of IT partnerships in India.
- Examine the business benefits realized by organizations engaged in IT collaborations.
- Understand the challenges and risks associated with tech-driven transformations.
- Provide insights and recommendations regarding the outcomes of IT partnerships in the Indian business context.

1.4 Scope and Limitations

This research focuses on a detailed exploration of IT partnerships within the Indian business milieu. While the scope is delimited to specific industries and collaborations, the findings are intended to offer valuable insights applicable to a broader spectrum of enterprises engaged in tech-driven transformations.

