Call for Book Chapters:

Managing the Internet of Things (IoT) for Business Transformation and Consumer Adoption

Proposals Submission Deadline: 23 April 2025
Full Chapters Deadline: 16 July 2025
Submission Date: 16 July 2025

Editor(s)

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Introduction

We are pleased to invite submissions for the forthcoming book, Managing the Internet of Things (IoT) for Business Transformation and Consumer Adoption. This volume critically examines the strategic integration of the Internet of Things (IoT) in contemporary business management, focusing on how organisations can leverage IoT to drive operational transformation and facilitate consumer adoption. The book will explore key challenges, strategic frameworks, and marketing innovations that enhance IoT technologies' successful deployment and acceptance.

The rapid expansion of IoT is reshaping industries, redefining consumer experiences, and enabling new business models (Krotov, 2017). While organisations recognise its potential, effectively managing IoT-driven transformation and ensuring consumer adoption remain complex challenges (Ng & Wakenshaw, 2017). Addressing these issues requires a multidisciplinary approach, combining insights from business strategy, marketing, data analytics, and behavioural science.

Objective

This book aims to critically examine the strategic integration of the Internet of Things(IoT) in contemporary business management, focusing on how organisations can leverage IoT to drive operational transformation and enhance consumer adoption. It aims to explore key challenges, strategic frameworks, and marketing innovations that contribute to IoT technologies' successful deployment and acceptance. By incorporating insights from business strategy, marketing, data analytics, and behavioural science, the book seeks to provide a comprehensive understanding of how businesses can harness IoT for innovation, efficiency, and competitive advantage. This volume welcomes contributions from scholars, industry experts, and practitioners, offering evidence-based perspectives on the evolving role of IoT in business transformation, consumer engagement, and sustainable development.

Target Audience

The target audience for this book includes: Academics and Researchers – Scholars in business management, marketing, supply chain, and technology fields who are studying the strategic implications of IoT on business transformation and consumer adoption. Industry Professionals and Business Leaders – Executives, managers, and decision-makers seeking to understand how IoT can drive operational efficiency, business model innovation, and competitive advantage. Marketing and Consumer Behaviour Specialists – Professionals interested in IoT-driven marketing strategies, consumer psychology, branding, and digital transformation. Technology and Data Science Experts – Practitioners working in IoT development, AI, big data analytics, and cybersecurity, particularly those involved in managing IoT ecosystems. Policymakers and Regulators – Government officials and regulatory bodies concerned with IoT governance, data security, consumer rights, and ethical considerations. Graduate and Postgraduate Students – Students pursuing degrees in business, marketing, technology management, and related disciplines who seek insights into IoT's impact on business and consumer markets. This book will serve as a valuable resource for those looking to navigate the evolving landscape of IoT adoption in business and society.

Recommended Topics

1. **Strategic Business Transformation through IoT**
   - · IoT as a driver of operational efficiency and business model innovation
   - · Digital transformation strategies for IoT adoption in enterprises
   - · The role of IoT in sustainable and innovative supply chains
   - · Managing organisational change and digital readiness for IoT adoption
   - · Organisational challenges and best practices in IoT implementation

2. **Marketing Strategies for IoT Consumer Adoption**
   - · Consumerpsychology and behavioural economics in IoT adoption
   - · Building brand trust: Addressing security, privacy, and ethical concerns
   - · Brandingand positioning strategies for IoT products and services
   - · Effective digital marketing and omnichannel strategies for IoT products
   - · Personalised customer experiences enabled by IoT-driven marketing
   - · The role of digital storytelling and experiential marketing in IoT adoption
   - · Cross-industry marketing insights: Lessons from successful IoT adoption campaigns

3. **Leveraging IoT Data for Market Intelligence and Competitive Advantage**
   - · Predictive analytics: Using IoT-generated data to anticipate consumer needs
   - · Real-time marketing and decision-making powered by IoT insights
   - · Ethical AI and responsible data governance in IoT-driven marketing
   - · Data privacy, security, and compliance challenges in IoT business environments
   - · Personalisation at scale: AI-driven marketing automation in IoT ecosystems
   - · Cybersecurity and data protection: Managing risks in IoT data utilisation

4. **Consumer Trust, Security, and Ethical Considerations in IoT Markets**
   - · Addressing cybersecurity threats and vulnerabilities in IoT ecosystems
   - · Regulatory and legal challenges in IoT data management
   - · The role of corporate digital responsibility in fostering consumer trust
   - · Cybersecurity frameworks and risk mitigation in IoT ecosystems
   - · Transparency and regulatory compliance in IoT-driven business models
   - · The impact of misinformation and algorithmic bias on IoT adoption
   - · Ethical dilemmas in IoT: Surveillance, data ownership, and consent

5. **The Future of IoT in Business and Consumer Environments**
   - · Emerging IoT innovations and their impact on industries and economies
   - · The convergence of IoT, blockchain, and AI: Opportunities and challenges
   - · Smart cities, digital twins, and the evolution of IoT applications
   - · Sustainability and the green IoT revolution: Energy-efficient solutions
   - · Smart cities, digital twins, and the next frontier of IoT applications
   - · Predicting consumer expectations and business trends in an IoT-driven world
   - · Futuretrends in data-driven marketing: The intersection of IoT, AI, and 6G

Submission Procedure

Researchers and practitioners are invited to submit on or before April 23, 2025, a chapter proposal of 1,000 to 2,000 words clearly explaining the mission and concerns of his or her proposed chapter. Authors will be notified by May 7, 2025 about the status of their proposals and sent chapter guidelines. Full chapters of a minimum of 10,000 words (word count includes references and related readings) are expected to be submitted by July 16, 2025, and all interested authors must consult the guidelines for manuscript submissions at **https://www.igi-global.com/publish/contributor-resources/before-you-write/** prior to submission. All submitted chapters will be reviewed on a double-anonymized review basis. Contributors may also be requested to serve as reviewers for this project.

Note: There are no submission or acceptance fees for manuscripts submitted to this book publication, Managing the Internet of Things for Business Transformation and Consumer Adoption. All manuscripts are accepted based on a double-anonymized peer-review editorial process.

All proposals should be submitted through the **eEditorial Discovery® online submission manager**. **https://www.igi-global.com/publish/call-for-papers/call-details/8672**

Publisher

This book is scheduled to be published by IGI Global Scientific Publishing (formerly IdeaGroup Inc.), an international academic publisher of the "Information Science Reference" (formerly Idea Group Reference), "Medical Information Science Reference," "Business Science Reference,"and "Engineering Science Reference" imprints. IGI Global Scientific Publishing specializes in publishing reference books, scholarly journals, and electronic databases featuring academic research on a variety of innovative topic areas including, but not limited to, education, social science, medicine and healthcare, business and management, information science and technology, engineering, public administration, library and information science, media and communication studies, and environmental science. For additional information regarding the publisher, please visit **https://www.igi-global.com**. This publication is anticipated to be released in 2026.

Important Dates

Proposal Submission Deadline: **23 April 23 2025**

Notification of Acceptance: **07 May 2025**

Full Chapter Submission: **16 July 2025**

Review Results Returned: **27 August 2025**

Final Acceptance Notification: **24 September 202**

Final Chapter Submission: **01 October 2025**

Classifications: Business and Management; Education; Government and Law; Social Sciences and Humanities

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