



CHRONICLE OF DIGITAL TRANSFORMATION THROUGH INTERNET OF THINGS TECHNOLOGIES

Some biweekly perspectives from around the globe gathered by CDAIT (750 entries)

https://cdait.gatech.edu/sites/default/files/2022-12/Digital_Transformation_Through_IoT_Technologies_December_15_2022.pdf

GOVERNANCE & THE INTERNET OF THINGS

Jonathan Bick, "The Internet of Things Likely Triggers NJ Privacy Violations," New Jersey Law Journal, December 12, 2022 <https://www.law.com/njlwjournal/2022/12/12/the-internet-of-things-likely-triggers-nj-privacy-violations/?slreturn=202211304352>

Benjamin Laker, "Digitalization Could Increase GDP By \$656 Billion Says Research," Forbes, December 12, 2022 <https://www.forbes.com/sites/benjaminlaker/2022/12/12/digitalization-could-increase-gdp-by-656-billion-says-research/?sh=ce973849d8ff>

Adam Roper, "How the IoT is Helping Drive Renewable Energy Innovation," Renewable Energy Magazine, December 9, 2022 <https://www.renewableenergymagazine.com/adam-roper/how-the-iot-is-helping-drive-renewable-20221209>

Anu Devi and Nicolss Jeambon, "Here's how the global community is doing on technology governance," World Economic Forum, December 7, 2022 <https://www.weforum.org/agenda/2022/12/here-s-how-global-community-tech-governance/>

Nomura Research Institute of Taiwan, "Civil IoT Taiwan: The guardian of air quality," IoT Tech News, December 6, 2022 <https://www.iottnews.com/news/2022/dec/06/civil-iot-taiwan-the-guardian-of-air-quality/>

U.S. Government Accountability Office, "Critical Infrastructure:-- Actions Needed to Better Secure Internet-Connected Devices." Publicly released December 1, 2022 <https://www.gao.gov/products/gao-23-105327>

ICANN [Internet Corporation for Assigned Names and Numbers] press release, "ICANN Launches Initiative to Advance Africa's Digital Transformation," ICANN, December 1, 2022 <https://www.icann.org/resources/press-material/release-2022-12-01-en>

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Biweekly IoT News Digest (12/22 – 1)

IoT News and Market Reports

(First Half of December 2022)

- Selected IoT-related announcements and featured activities/topics gathered by CDAIT from governments; agencies; consortia; alliances; associations; standards, research and other similar groups around the world – 15 entries - See: https://cdait.gatech.edu/sites/default/files/2022-12/IoT_News_Filings_December_2022_First_Half.pdf
- Sample list of IoT-related market reports gathered by CDAIT– 90 entries – See: https://cdait.gatech.edu/sites/default/files/2022-12/IoT_Market_Reports_December_2022_First_Half.pdf

Georgia Tech IoT-related Info/Research Noticed by CDAIT

- Evan Atkinson, "A Life-Saving Avalanche Early Warning System," [about GT aerospace engineering student Mirza Samnani who volunteered to develop early warning systems for avalanches in Tajikistan], GT News Center, December 1, 2022 <https://news.gatech.edu/news/2022/12/01/life-saving-avalanche-early-warning-system>
- Pishdad-Bozorgi, P., & Zeng, Q. (2022), "Conscious Intelligent Buildings: Envisioning the Next Generation of Smart Buildings," In: Tom Leatham, Wesley Collins and Anthony J. Perrenoud (editors). ASC2022. 58th Annual Associated Schools of Construction International Conference, vol 3, pages 470—478, published May 15, 2022 <https://casychair.org/publications/paper/kL1S>
- Sebastian, Glorin. "A Study on Metaverse Awareness, Cyber Risks, and Steps for Increased Adoption," International Journal of Security and Privacy in Pervasive Computing (IJSPPC) 14, no. 1 (2022): 1-11 <https://www.igi-global.com/pdf.aspx?tid=308785&ptid=278339&ctid=4&oa=true&isxn=9781683183761>

OF NOTE: Cyber-Duck [U.K.] press release, "All I Want for Digital Is...The Gift of Inclusion for Everyone This Festive Season, Says Cyber-Duck," Business Wire, December 2, 2022 <https://www.businesswire.com/news/home/20221201005758/en/> --- Class Central, "[450+] Internet of Things Courses," Class Central, December 2022 <https://www.classcentral.com/subject/internet-of-things>

Special Reading Suggestions

- Matt Domo, "4 Technology Trends in 2023 To Plan For Right Now," [AI, Blockchain, IoT and Sustainability], Newsweek, December 12, 2022 <https://www.newsweek.com/4-technology-trends-2023-plan-right-now-1766039>
- Zulfiqar Asim, "Future of IoT – Asking ChatGPT AI," High Voltages, December 9, 2022 <https://highvoltages.co/iot-internet-of-things/future-of-iot-chatgpt/>
- Global Data press release, "IoT innovation: Leading companies in vehicle anti-theft systems for the automotive industry," JustAuto, December 9, 2022 <https://www.just-auto.com/data-insights/iot-innovation-leading-companies-in-vehicle-anti-theft-systems-for-the-automotive-industry/>
- Iain Morris, "Ericsson untethers from IoT software with asset sale to Aeris," Light Reading, December 7, 2022 https://www.lightreading.com/iot/ericsson-untethers-from-iot-software-with-asset-sale-to-aeris/d/d-id/782198?mc=RSS_LR_EDT
- Shahed Mazumder, "Internet of Things (IoT) Sectors to Watch," RT Insights, December 7, 2022 <https://www.rtinsights.com/internet-of-things-iot-sectors-to-watch/>
- Nasscom Community, "The monetization of IoT data: A new revenue stream," Wire 19, December 3, 2022 <https://wire19.com/the-monetization-of-iot-data-a-new-revenue-stream/>
- W.D. Stephenson, "IoT Devices Are Changing the Global Emissions Game," Industry Week, December 2, 2022 <https://www.industryweek.com/technology-and-iot/energy/article/21255774/iot-devices-are-changing-the-global-emissions-game>

Selected IoT Perspectives

The Internet of Things (IoT) and Marketing

"IoT is already making a significant impact on marketing. When used together with big data coming from real-time transactions, IoT has the potential to change the customer experience."

Jimmy Rodriguez, "How the Internet of Things Impacts Marketing: 5 Things You Should Know," IoT for All, March 4, 2021 <https://www.iotforall.com/how-the-internet-of-things-impacts-marketing-5-things-you-should-know>

- Nidhi Dave, "34 Digital Marketing Trends You Can't Ignore in 2023," Single Grain, December 2022 <https://www.singlegrain.com/digital-marketing/digital-marketing-trends-2023/>
- Amrita Pathak, "IoT Marketing: An Ally of Marketers to Kickstart New Strategies," Geekflare, November 14, 2022 <https://geekflare.com/iot-marketing-strategies/>
- Singh Kanoria, "IoT: Revolutionary technology trend with potential to transform marketing strategies," First Post, October 15, 2022 <https://www.firstpost.com/opinion-news-expert-views-news-analysis-firstpost-viewpoint/iot-revolutionary-technology-trend-with-potential-to-transform-marketing-strategies-11453551.html>
- Arko Chandra, "The Burning IoT Trends of 2022 in the Marketing Landscape," Alltake, August 17, 2022 <https://alltakesolutions.com/blogs/view/The-Burning-IoT-Trends-of-2022-in-the-Marketing-Landscape>
- Martina Bretous, "6 Internet of Things Marketing Examples You Should Know About," Hubspot, July 8, 2022 <https://blog.hubspot.com/marketing/6-predictions-for-the-convergence-of-iot-and-digital-marketing>

Research background info (sample): Sehgal, Priyanka, Bushan Kumar, Maheshwari Sharma, Anas A. Salameh, Sumit Kumar, and P. Asha. "Role of IoT in transformation of marketing: a quantitative study of opportunities and challenges," Webology 18, no. 3 (January 2022): 1-11 <https://www.webology.org/data-cms/articles/20220207043448pm19391.pdf>; Jindal, Tanvi, Neelam Sheoliha, K. Kishore, Dipesh Uike, Shopita Khurana, and Devvret Verma, "A Conceptual Analysis on the Impact of Internet of Things (IoT) Towards on Digital Marketing Transformation," In 2022 2nd International Conference on Advance Computing and Innovative Technologies in Engineering (ICACITE), pp. 1943-1947. IEEE, Added to IEEE Xplore July 18, 2022 <https://ieeexplore.ieee.org/abstract/document/9823714>; Dwesar, R., Kashyap, R. (2022), "IoT in Marketing: Current Applications and Future Opportunities," In: Nandan Mohanty, S., Chatterjee, J.M., Satpathy, S. (eds) Internet of Things and Its Applications. EAI/Springer Innovations in Communication and Computing. Springer, Cham. https://doi.org/10.1007/978-3-030-77528-5_29; Sahu, Mr Sunil. "IoT-Based Digital Marketing." Use of IoT-Internet of things (2022): 1 – See **GSMA IoT Marketing Group** <https://www.gsma.com/iot/iot-marketing-group/>