



Digest is compiled by Alain Louchez,
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CHRONICLE OF DIGITAL TRANSFORMATION THROUGH INTERNET OF THINGS TECHNOLOGIES

Some biweekly perspectives from around the globe gathered by CDAIT (2550 entries since April 1, 2022) https://cdait.gatech.edu/sites/default/files/2024-06/Digital_Transformation_Through_IoT_Technologies_June_15_2024.pdf

GOVERNANCE & THE INTERNET OF THING

National Institute of Standards and Technology (NIST) **Work-in-Progress Draft Report of the Internet of Things (IoT) Advisory Board (IoTAB)** discussed at the June 14, 2024 meeting (final meeting to complete the [200-page] report) <https://www.nist.gov/system/files/documents/2024/06/13/Draft%20IoTAB%20Report%2020240613.pdf>

Sudeep Srivastava, "How to Ensure Cybersecurity in the Age of IoT," Appinventiv, June 11, 2024 <https://appinventiv.com/blog/how-to-ensure-cybersecurity-in-iot/>

Joe Bush, "Embracing Industry 5.0 is a game changer for SME manufacturers," The Manufacturer, June 11, 2024 <https://www.themanufacturer.com/articles/embracing-industry-5-0-is-a-game-changer-for-sme-manufacturers/>

Alice Nunwick, "US regulator to trial cyber trust certification for IoT products," Verdict, June 10, 2024 <https://www.verdict.co.uk/us-regulator-to-trial-cyber-trust-certification-for-iot-products/?cf-view>

Dr. Shahram Mossayebi, "Are We Ready for the EU Cyber Resilience Act?" IoT for All, June 7, 2024 <https://www.iotforall.com/the-eu-cyber-resilience-act-is-nearly-law-are-we-ready>

Dr. Tim Sandle, "Canada seeks to triple its Wi-Fi spectrum," Digital Journal, June 5, 2024 <https://www.digitaljournal.com/tech-science/canada-seeks-to-triple-its-wi-fi-spectrum/article>

Shannon Williams, "Digital trust underfunded despite its growing importance," IT Brief (Australia), June 5, 2024 <https://itbrief.com.au/story/digital-trust-underfunded-despite-its-growing-importance>

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Biweekly IoT News Digest (6/24 – 1)

Georgia Tech IoT-related Info/Research Noticed by CDAIT

IoT News and Market Reports

(First Half of June 2024)

- 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: https://cdait.gatech.edu/sites/default/files/2024-06/IoT_News_Filings_June_2024_First_Half.pdf
- Sample list of IoT-related market reports gathered by CDAIT – 65 entries: https://cdait.gatech.edu/sites/default/files/2024-06/IoT_Market_Reports_June_2024_First_Half.pdf

OF NOTE: Kosta Mitrofanskiy, "The Future of IoT Monitoring: Critical Predictions for 2024," Intellisoft, June 11, 2024 <https://intellisoft.io/internet-of-things-predictions-for-2022-what-should-we-expect/>

Special Reading Suggestions

- Alex Passett, "ICYMI [In Case You Missed It]: Your Mid-June 'IoT TGIF' News Recap," IoT Evolution, June 14, 2024 <https://www.iotevolutionworld.com/iot/articles/459852-icymi-mid-june-iot-tgif-news-recap.htm>
- IoT Business News posting, "Kinéis, satellite operator and connectivity provider for the Internet of Things (IoT), is deploying the 1st European constellation dedicated to the IoT, comprising 25 nanosatellites," IoT Business News, June 11, 2024 <https://iotbusinessnews.com/2024/06/11/01001-deployment-of-the-kineis-iot-constellation/>
- Aman Agarwal, "The 4 Pillars of a Strong IoT Security Program," IoT for all, June 11, 2024 <https://www.iotforall.com/the-4-pillars-of-a-strong-iot-security-program>
- Peter Walsh, "Transnational SIMs enable IoT's potential in Africa," Bizcommunity, June 10, 2024 <https://www.bizcommunity.com/article/transnational-sims-enable-iot-potential-in-africa-781062a>
- Mariana Rosen, "How IoT Technology is Revolutionizing the Hotel Industry," Hotel Technology News, June 4, 2024 <https://hoteltechnologynews.com/2024/06/how-iot-technology-is-revolutionizing-the-hotel-industry/>
- Tim Keary, "What Is The Internet Of Things (IoT)?" Forbes Advisor, June 4, 2024 <https://www.forbes.com/advisor/business/software/what-is-internet-of-things/>
- Danny Keough, "How IoT connectivity data can empower retail pharmacists," Retail Customer Experience, June 4, 2024 <https://www.retailcustomerexperience.com/blogs/how-iot-connectivity-data-can-empower-retail-pharmacists/>
- Vidushi Saxena, "The Intersection of IoT, Semiconductors, and Industrial Efficiency," BISinfotech, June 4, 2024 <https://www.bisinfotech.com/the-intersection-of-iot-semiconductors-and-industrial-efficiency/>
- Tim Kravchunovsky, "IoT and Satellites Can Make Emergency Service Outages a Thing of the Past," The Fast Mode, June 3, 2024 <https://www.thefastmode.com/expert-opinion/36053-iot-and-satellites-can-make-emergency-service-outages-a-thing-of-the-past>

Selected IoT Perspectives IoT and Marketing in 2024

"The surge of IoT within the world of marketing is marking a new dawn for personalized, contextually relevant, and real-time engagement. With access to a constant inflow of data from interconnected devices, businesses can now really set their marketing strategies to reflect consumers more than ever before." Martechcube gmto News Desk, "Transforming Marketing Through the Internet of Things (IoT)," MTC, May 20, 2024 <https://www.martechcube.com/transforming-marketing-through-the-iot/>

- Ontogen Digital, "What is IOT? and How the "Internet of Things" Can Change Marketing," LinkedIn, April 25, 2024 <https://www.linkedin.com/pulse/what-iot-how-internet-things-can-change-marketing-ontogen-digital-gkfcf>
- Shivdash Agrahari Baniya, "The Future of Marketing: IoT Advertising, 2024," LinkedIn, February 11, 2024 <https://www.linkedin.com/pulse/future-marketing-iot-advertising-2024-shivdash-agrahari-baniya-rhbsf>
- Pontus Digimark posting, "The Integration of IoT and Marketing: Connecting Brands with Consumers," Pontus Digimark, January 12, 2024 <https://www.pontusdigimark.com/blog/integration-of-iot-and-marketing>

Research background info (sample): Okorie, Gold Nmesoma, Chioma Ann Udeh, Ejuma Martha Adaga, Obinna Donald DaraOjimba, and Osato Itohan Oriekhoe, "Digital marketing in the age of IoT: a review of trends and impacts," International Journal of Management & Entrepreneurship Research 6, no. 1 (2024): 104-131 <https://www.fepbl.com/index.php/ijmer/article/view/712>; Rajan, Preethi, "Integrating IoT Analytics into Marketing Decision Making: A Smart Data-Driven Approach," International Journal of Data Informatics and Intelligent Computing 3, no. 1 (2024): 12-22 <https://ijdiic.com/index.php/research/article/view/92>; Arulrajan, K., Roop Raj, Lalit Mohan Pant, Ashutosh Kumar Bhatt, Jeydy Panduro-Ramirez, and José Luis Arias Gonzáles, "Detailed Investigation of Influence of Internet of Things (IoT) and Big Data on Digital Transformation in Marketing," Computer Science Engineering and Emerging Technologies: Proceedings of ICCS 2022 (2024): 134 Book (Google); Singh, Jasjeet, and Anjali Gupta, "IoT Realizing Consumer's Behaviour For Managing Marketing Strategies," Educational Administration: Theory and Practice 30, no. 1 (2024): 603-607 <https://www.kuey.net/index.php/kuey/article/download/5009/3435>; Nikolaev, Dmitrii. (2024), "Systematic review: opportunities and barriers to online marketing caused by the development of the Internet of Things," Business: Theory and Practice. 25. 36-50 <https://doi.org/10.3846/btp.2024.19203>; Hu, Boqiang, "Digital Transformation of Retail Financial Services Marketing in the Information Era: Opportunities, Risks and Future," Highlights in Business, Economics and Management 24 (2024): 2587-2594 <https://drpress.org/ojs/index.php/HBEM/article/view/16865>

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