Digital Transformation and Disruptive Management

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ABSTRACT

The digital transformation disruptive on music industry in South Korea expresses objectives are to study risk and disruptive technology on an impact in the music businesses; also, how Korean music industry manages during in the digital era. Besides, using risk theory, demand and supply theory, including disruptive information to support. Methods are used mostly via qualitative data. The result finds from risk that has affected both consumers and producers. Companies and labels in music industry may lose incomes and powers to control the market. Consumers may pay much costs to consume products. On the other hands, consumers have varieties of channels to access in music. Moreover, South Korea adopts and creates the developed technological products to survive in digital age. Technology and digital transformation in music industry have both advantages and disadvantages to the role of people who play in this field. To cope with the changes, industry needs to develop and adapt itself on surviving and handling the competition from more competitors and technology. They should find an approach to adapt, continue and develop an efficiency in the manufacturing sector such as seeking strategies to grasp market, generate another source of revenues by viewing both competitors and partners. Opening minds to challenges for deploying, launching, digitizing, and modernizing the new digital capabilities deeply on how distribution network be integrated into the music industry transformation process to interact with the customers. Because the digital transformation has appeared as a key press in society rather than an option from now on.

Keywords: Digital, Disruptive, Music, South Korea, Transformation