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International Business in the Information and Digital Age Rob van Tulder, Alain Verbeke, Lucia Piscitello, 2018-11-16 The information and digital age is shaped by a small number of multinational enterprises from a limited number of countries This volume covers the latest insight from the International Business discipline on prevailing trends in business model evolution It also discusses critical issues of regulation in the new information and digital space Proceedings of the BISTIC Business Innovation Sustainability and Technology International Conference (BISTIC 2023) Ika Zutiasari, Dediek Tri Kurniawan, 2023-11-30 This is an open access book Department of Management Faculty of Economics Universitas Negeri Malang seeks high quality research paper for the 3rd Business Innovation Sustainability and Technology International Conference BISTIC 2023 that was held on July 25th 2023 We invite all professors researchers students practitioners and other enthusiasts to participate in The Business Innovation Sustainability and Technology International Conference BISTIC 2023 to present share and discuss the phenomenon depicted by academic research result as a strategic way to enlarge and enhance the research development together This year BISTIC is held as a virtual conference where there will be online presentation Technology-Enhanced Learning and the Virtual University Michael David Sankey, Henk Huijser, Rachel Fitzgerald, 2023-09-20 Since the first works on Higher Education Administration in the 1970s no comprehensive work in terms of purpose and scope of Higher Education has been published There have been important changes in people's aspirations vis vis higher education globally In parallel the higher education systems worldwide have been undergoing constant transformation in response to these aspirations From governments employers and prospective students and their parents the stakeholders in higher education system are now extremely varied paying close attention to the various aspects of higher education from infrastructure on campus safety and security to administration faculty and curricula The present series attempts to take into account the issues of importance to all the stakeholders Hence the series not only pays attention to the purpose and outcomes of higher education but also the economics surrounding higher education vis a vis marketization The nitty gritty of running and maintaining a university infrastructure impact of globalization and internationalization on delivery and demand of higher education the commoditization of research and changing paradigms of teaching and learning fall within the purview of the series The increasing competition from other entities to provide degrees certificates or other forms of credentials makes it important to have a work that brings all of the elements together to see how they actually interact and inter relate from a systems perspective The present series attempts to comprehensively attend to these issues and provide a complete reference resource to all those involved and interested in setting up of a Higher Education institution and its administration **Tools and Techniques for Implementing International E-Trading Tactics for Competitive Advantage** Meral, Yurdağül, 2019-09-20 The use of ICT applications has dipped into almost every aspect of the business sector including trade With the volume of e commerce increasing international traders must switch

their rules and practices to e trade to survive in such a competitive market However the complexity of international trade which covers customs processes different legislation specific documentation requirements different languages different currencies and different payment systems and risk presents its own challenges in this transition Tools and Techniques for Implementing International E Trading Tactics for Competitive Advantage examines the multidisciplinary approach of international e trade as it applies to information technology digital marketing digital communication online reputation management and different legislation and risks The content within this publication examines digital advertising consumer behavior and e commerce and is designed for international traders entrepreneurs business professionals researchers academicians and students

New Advances and Novel Applications of Music Technologies for Health, Well-Being, and Inclusion Emma Margareta Frid,Kjetil Falkenberg,Kat Agres,2024-02-06 The field of research dedicated to the design creation use and evaluation of new sound and music technologies supporting health and well being is rapidly growing This research is often conducted in multidisciplinary contexts with teams working at the intersection of health psychology computer science musical communication and multimodal interaction As such the work bridges areas such as universal design accessibility music therapy music technology Sonic Interaction Design SID and Human Computer Interaction HCI This Research Topic explores such intersections within music technology research aimed at promoting health and well being investigating how new methods technologies interfaces and applications can enable everyone to enjoy the positive benefits of music

Islam, Media and Education in the Digital Era Atie Rachmiatie,Ike Junita Triwardhani,Alhamuddin,Cep Ubad Abdullah,2022-03-10 The proceedings of the Social and Humanities Research Symposium SoRes shares ideas either research results or literature review on islam media and education in the digital era Some recent issues consists of innovative education in the digital era new media and journalism islamic education human wellbeing marketing and fintech in terms of islamic perspective economic welfare law and ethics It is expected that the proceedings will give new insights to the knowledge and practice of social and humanities research Therefore such parties involved in social and humanities research as academics practitioners business leaders and others will acquire benefits from the contents of the proceedings

Digital Business Models Bernd W. Wirtz,2019-04-02 The spread of the Internet into all areas of business activities has put a particular focus on business models The digitalization of business processes is the driver of changes in company strategies and management practices alike This textbook provides a structured and conceptual approach allowing students and other readers to understand the commonalities and specifics of the respective business models The book begins with an overview of the business model concept in general by presenting the development of business models analyzing definitions of business models and discussing the significance of the success of business model management In turn Chapter 2 offers insights into and explanations of the business model concept and provides the underlying approaches and ideas behind business models Building on these foundations Chapter 3 outlines the fundamental aspects of the digital economy In the following chapters

the book examines various core models in the business to consumer B2C context. The chapters follow a 4 C approach that divides the digital B2C businesses into models focusing on content, commerce, context and connection. Each chapter describes one of the four models and provides information on the respective business model types, the value chain, core assets and competencies, as well as a case study. Based on the example of Google, Chapter 8 merges these approaches and describes the development of a hybrid digital business model. Chapter 9 is dedicated to business to business B2B digital business models. It shows how companies focus on business solutions such as online provision of sourcing, sales, supportive collaboration and broker services. Chapter 10 shares insight into the innovation aspect of digital business models, presenting structures and processes of digital business model innovation. The book is rounded out by a comprehensive case study on Google Alphabet that combines all aspects of digital business models. Conceived as a textbook for students in advanced undergraduate courses, the book will also be useful for professionals and practitioners involved in business model innovation and applied researchers.

Organisational Behaviour: Engaging People and Organisations Ricky W. Griffin, Jean M. Phillips, Stanley M. Gully, Andrew Creed, Lynn Gribble, Moira Watson, 2023-10-01. Organisational Behaviour: Engaging People and Organisations is the only Organisational Behaviour text in the ANZ market to deliver a unique integrated learning model for the discipline and incorporate a critical perspective to a mainstream approach. The integrative model takes a robust approach by encompassing five levels of analysis: environment, individual, groups, leadership and organisation, and demonstrating how each relates to one another. It teaches a contemporary approach to Organisation Behaviour that aims to understand rather than control human behaviour in organisations. This EPAA award winning resource explores the critical perspective in Organisational Behaviour, providing a more authentic learning experience for students. Instructor Resources include instructor manual, PowerPoints, Testbank and student solution manual. **Consumer Protection, Automated Shopping Platforms and EU Law**

Christiana Markou, 2019-09-10. This book looks at two technological advancements in the area of e-commerce which dramatically seem to change the way consumers shop online. In particular, they automate certain crucial tasks inherent in the shopping activity, thereby relieving consumers of having to perform them. These are shopping agents or comparison tools and automated marketplaces. It scrutinizes their underlying processes and the way they serve the consumer, thereby highlighting risks and issues associated with their use. The ultimate aim is to ascertain whether the current EU regulatory framework relating to consumer protection, e-commerce data protection and security adequately addresses the relevant risks and issues, thus affording a safe shopping environment to the e-consumer. Academic Advising and Tutoring for Student Success in

Higher Education: International Perspectives Emily Alice McIntosh, Wendy Gates Troxel, David Grey, Oscar Van Den Wijngaard, Liz Thomas, 2021-02-16. **Computational Logistics** Joachim R. Daduna, Gernot Liedtke, Xiaoning Shi, Stefan Voß, 2023-09-06. This book constitutes the refereed proceedings of the 13th International Conference on Computational Logistics ICCL 2023 held in Berlin, Germany during September 6-8, 2023. The 32 full papers presented in this volume were

carefully reviewed and selected from 71 submissions They are grouped into the following topics computational logistics maritime shipping vehicle routing traffic and transport and combinatorial optimization

EBOOK: Foundations of Marketing, 6e John Fahy, David Jobber, 2019-03-01 Valued by instructors and students alike Foundations of Marketing presents an accessible introduction to Marketing Packed with examples and end of chapter case studies highlighting the real world application of marketing concepts this fully updated Sixth Edition features digital marketing integrated throughout the chapters as well as a dedicated chapter on marketing planning and strategy Discover How marketing adds value to customers and organizations How innovative brand positioning drives commercial success How new digital marketing communication techniques are being used by companies to drive their brand awareness and engagement as well as customer retention and conversion levels How marketing planning and strategy gives direction to an organization's marketing effort and coordinates its activities Key features Marketing Spotlights showcase the marketing innovations of brands including Adidas Crayola Samsung and KFC Marketing in Action boxes offer varied examples of real companies campaigns in the UK Scandinavia The Netherlands and internationally Critical Marketing Perspective boxes encourage critical thinking of ethical debates to stimulate student discussion about socially responsible practice and encourage critical analysis of these issues 12 brand new end of chapter Case Studies including Fjallraven Primark Uber and BrewDog give in depth analysis of companies marketing strategies with dedicated questions to provoke student enquiry Marketing Showcase videos feature interviews with business leaders and marketing professionals offering insights into how different organisations have successfully harnessed the elements of the marketing mix

Business and Environmental Sustainability Sigrun M. Wagner, 2020-07-19 Environmental sustainability is increasingly important to organisations whether for regulatory financial or ethical reasons Business and Environmental Sustainability looks at the environmental aspect of sustainability for all organisations pursuing competitive advantage The book provides theoretical foundations from science economics policy and strategy introduces three environmental challenges climate change pollution and waste and looks at how corporate functions can address these This textbook provides a thorough foundation by introducing readers to the science reasoning and theory behind environmental sustainability and then delves into how these ideas translate into principles and business models for organisations to use Next it covers environmental challenges from climate change pollution and waste and then goes on to examine the different corporate functions from supply chain management to human resources to illustrate how environmental sustainability is managed and put into practice in organisations Finally a set of integrative case studies draws everything together and enables the reader to apply various analytical tools with the aim of understanding how companies can not only reduce their environmental footprint but can positively contribute to environmental sustainability Written by an award winning lecturer Business and Environmental Sustainability boasts a wealth of pedagogical features including examples from a range of industries and countries plus a companion website with slides quiz questions and instructor

material This will be a valuable text for students of business management and environmental sustainability and will also be suitable for broader courses on corporate responsibility and sustainability across environmental studies political science and engineering

Introduction to Global Social Problems Isaac Zvi Christiansen, 2025-09-08 Introduction to Global Social Problems introduces undergraduate students to national and international social problems from a critical sociological perspective Isaac Zvi Christiansen presents clear descriptions of each social problem explains key concepts and provides students with the relevant theoretical tools needed to grasp the interconnected nature of these phenomena This volume covers significant and interconnected issues The book begins with an explanation of how corporate interests distort the depiction of social problems Chapters 2 and 3 provide empirical explorations of poverty and inequality on national and global scales together with clear and accessible expositions of relevant sociological theories Chapter 4 examines health and educational inequalities exacerbated by the economic inequalities discussed in Chapters 2 and 3 Chapter 5 introduces students to issues of racial inequalities in the United States and abroad while Chapter 6 takes a comparative approach to examining crime and criminal justice Chapter 7 examines modern day imperialism and war with special attention given to the military industrial complex and a brief review of US interventions around the world in the twentieth and twenty first centuries Chapter 8 examines politics and human rights including a critical historical and sociological analysis of Israeli settler colonialism and successive US Israeli assaults on Gaza The book closes with an examination of population and the environment with special attention given to climate change and the pressing contradictions between capitalism and the environment This textbook will be a vital resource for introductory students across the social sciences especially in sociology political science and global studies It provides critical wraparound coverage of the momentous embedded social problems that interconnect across social national and regional boundaries

Multichannel Marketing Bernd W. Wirtz, 2024-09-27 Increasing customer demands and innovations in digital sales require targeted management and flexible organisation of multiple sales channels Multi channel marketing can be used to achieve outstanding competitive advantages This book provides a comprehensive and systematic overview of the fundamentals and management of multi channel marketing The book understands multi channel marketing as an integrative marketing system with special consideration of digital technologies Multi Channel Marketing is with increasing frequency a key success factor for companies in competition for customers Bernd Wirtz textbook provides a clearly patterned incorporated and theoretically funded overview for this purpose The author excellently succeeded in illustrating in a descriptive way the considerable complexity and breadth of applicability and contemporaneously establishing a high practical relevance Dr Rainer Hillebrand Member of the Supervisory Board Otto Group 2019 Member of the Executive Board of the Otto Group for Strategy E Commerce Business Intelligence 1999 2019 Wirtz examines the whole path down from theoretical basic knowledge of Multi Channel Marketing right up to the practical realization This book is a needed approach which is at the same time a reference book for specific issues The Wirtz is

essential for everyone who is concerned with this highly topical subject in his studies or in practice already Dr Arno Mahler Chief Executive Officer Tchibo Holding AG 2004 2009 Member of the Board of Directors Peek Cloppenburg KG and maxingvest AG

Proceedings of the 2023 9th International Conference on Humanities and Social Science Research (ICHSSR 2023) Rosila Bee Binti Mohd Hussain, Jimmyn Parc, Jia Li, 2023-10-09 This is an open access book 2023 9th International Conference on Humanities and Social Science Research ICHSSR 2023 will be held on April 21 23 2022 in Beijing China Except that ICHSSR 2023 is to bring together innovative academics and industrial experts in the field of Humanities and Social Science Research to a common forum We will discuss and study about EDUCATION SOCIAL SCIENCES AND HUMANITIES INTERDISCIPLINARY STUDIES and other fields ICHSSR 2022 also aims to provide a platform for experts scholars engineers technicians and technical R D personnel to share scientific research achievements and cutting edge technologies understand academic development trends expand research ideas strengthen academic research and discussion and promote the industrialization cooperation of academic achievements The conference sincerely invites experts scholars business people and other relevant personnel from universities scientific research institutions at home and abroad to attend and exchange The conference will be held every year to make it an ideal platform for people to share views and experiences in financial innovation and economic development and related areas *EBOOK: Principles and Practices of Marketing 10/e* JOBBER AND ELLI, 2023-02-21 EBOOK Principles and Practices of Marketing 10 e

Contemporary Issues in Luxury Brand Management Sylvie Studente, Eleonora Cattaneo, 2023-03-31 This book provides a comprehensive overview of the key themes surrounding luxury brand management and the core issues faced by luxury firms today The luxury industry has undergone a series of dynamic changes in the past twenty years Economic trends digital transformation and changing consumer habits are creating a new competitive landscape where traditional strategies will not necessarily provide continued growth and profitability Approaching luxury from a realistic brand management perspective this book works step by step through a typical luxury course structure covering sustainability heritage emerging brands digital marketing and analytics curation intellectual property and start ups Each chapter is illustrated by a relevant international case study and further examples as well as reflective questions to help gain insight from contemporary practice With additional PowerPoint slides and a test bank of questions available online this comprehensive textbook should be core reading for postgraduate students studying luxury brand management or luxury strategy

Tourism, Tourists and Society Richard Sharpley, 2018-05-01 Tourism Tourists and Society provides a broad introduction to the inter relationship between tourism and society making complex sociological concepts and themes accessible to readers from a non sociological academic background It provides a thorough exploration of how society influences or shapes the behaviours motivations attitudes and consumption of tourists as well as the tourism impacts on destination societies The fifth edition has been fully revised and updated to reflect recent data concepts and academic debates New content on mobilities paradigm and the

emotional dimension of tourist experiences New chapter Tourism and the Digital Revolution looking at the ways in which the Internet and mobile technology transform both tourist behaviour and the tourist experience New end of chapter further reading and discussion topics Accessible yet critical in style this book offers students an invaluable introduction to tourism tourists and society

Secure Edge Computing Mohiuddin Ahmed, Paul Haskell-Dowland, 2021-08-13 The internet is making our daily life as digital as possible and this new era is called the Internet of Everything IoE Edge computing is an emerging data analytics concept that addresses the challenges associated with IoE More specifically edge computing facilitates data analysis at the edge of the network instead of interacting with cloud based servers Therefore more and more devices need to be added in remote locations without any substantial monitoring strategy This increased connectivity and the devices used for edge computing will create more room for cyber criminals to exploit the system s vulnerabilities Ensuring cyber security at the edge should not be an afterthought or a huge challenge The devices used for edge computing are not designed with traditional IT hardware protocols There are diverse use cases in the context of edge computing and Internet of Things IoT in remote locations However the cyber security configuration and software updates are often overlooked when they are most needed to fight cyber crime and ensure data privacy Therefore the threat landscape in the context of edge computing becomes wider and far more challenging There is a clear need for collaborative work throughout the entire value chain of the network In this context this book addresses the cyber security challenges associated with edge computing which provides a bigger picture of the concepts techniques applications and open research directions in this area In addition the book serves as a single source of reference for acquiring the knowledge on the technology process and people involved in next generation computing and security It will be a valuable aid for researchers higher level students and professionals working in the area

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