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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Competing on performance on the global marketplace: applying business analytics as a robust decision tool / Rajagopal -- Cyber security and business growth / Akanksha Sharma, Prashant Tandekar -- Perception and intention of youth's towards online shopping: an empirical assessment / Ajitabh Dash -- A readiness index for marketing analytics: a resource-based view conceptualization for the implementation stage / Pavel Reyes-Mercado -- Globalization, innovation, and marketing philosophy: a critical assessment of role of technology in defining new dimensions / Sandeep Kumar Mohanty -- Services trade in emerging market economies / Raju Mandal, Hiranya K. Nath -- Consumer impetuosity in m-commerce: designing scale to measure the shopping behavior / Natasha Patricia Bojorges Moctezuma -- Germany's external trade development: a case of the German automotive industry / Alexander Schulke [and 3 others] -- Assessing the determinants of adoption of m-banking by students: a study using an extended TAM model / Gazal Punyani, Sourabh Sharma -- Customer perception and behavioral intention to use biometric-enabled e-banking services in India / Siddharth Varma, Ruchika Gupta -- Interplay of technology and customer value dynamics in banking industry:

analytical construct for measuring growth and performance / Rajagopal, Ananya Rajagopal -- Corporate social responsibility and corporate governance: analysis across industries in Mexico / Andree Marie Lopez-Fernandez --

Building brands in emerging economies: a consumer-oriented approach / Sandra Nunez, Raquel Castano -- Training effectiveness: a perspective of engaged vs. disengaged employees / Snigdha Mohapatra, Pravat Kumar Mohanty -- Role of consumer knowledge in developing purchase intentions and driving services efficiency across marketing channels in Mexico / Rajagopal -- Moderating role of demands: abilities fit in the relationship between work role stressors and employee outcomes / Bindu Chhabra -- A discussion on Indian consumers' hedonic and non-hedonic values / Manit Mishra -- Key performance indicators for the organized farm products retailing in India / Rajwinder Singh, Ajit Pal Singh, Bhimaraya A. Metri -- Incidence of green accounting on competitiveness: empirical evidences from mining and quarrying sector / Ramakrushna Panigrahi -- Moderating role of demographics on attitude towards organic food purchase behavior: a study on Indian consumers / Arpita Khare.

Sommario/riassunto

"This book compiles innovative research from international professionals discussing the opportunities and challenges of the new era of online business and outlining updated discourse for business analytics techniques, strategies for data storage, and encryption in emerging markets"--Provided by publisher.
