

1. Record Nr.	UNINA9910156195703321
Autore	Oncioiu Ionica <1972->
Titolo	Driving innovation and business success in the digital economy // Ionica Oncioiu, editor
Pubbl/distr/stampa	Hershey, PA : , : Business Science Reference, , [2017] 2017
ISBN	9781522517801 9781522517795
Descrizione fisica	1 online resource (xxi, 321 pages) : illustrations (chiefly color)
Collana	Advances in E-Business Research (AEBR) Book Series, , 1935-2719
Disciplina	658.5/14
Soggetti	Technological innovations - Management Information technology - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Premier reference source"--Cover.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Strategic turning points in ICT business: the business development, transformation, and evolution in the case of Nokia / Rauno Rusko -- Impact of innovation on the entrepreneurial success in selected business enterprises in south-west Nigeria / Olu Oju -- Taming of "openness" in software innovation systems / Mehmet Gencer, Beyza Oba -- Innovation implementation: the critical facets / Neeta Baporikar -- Sustainable development challenges in developing countries: can technology provide inclusive solutions? / Vanita Yadav -- Impact on agricultural sustainability of Maghreb countries: an empirical analysis by 3SLS / Rachida Khaled -- The migration of the book across territorial borders: copyright implications for authors in the digital economy / Francina Cantatore -- The importance of electronics news brand trust: the case of online newspapers in Indonesia / Elia Ardyan, Vincent Didiek Wiet Aryanto -- Online advertising: experimental facts on ethics, involvement, and product type / Mehdi Behboudi, Hamideh Mokhtari -- Co-creating the Christmas story: digitalizing as a shared resource for a shared brand / Rauno Rusko, Petra Merenheimo -- Applications driven information systems: beyond networks toward business ecosystems / Kayvan Miri Lavassani, Bahar Movahedi -- Implications of the strategic agency of sociomaterial configurations for participation in strategy-making / Pikka-Maaria Laine, Piritta Parkkari

--

Cybernetic approach for the stock market: an empirical study of Bangladesh / Masudul Alam Choudhury -- Comprehension of technology in parent-child activities using Bloom's taxonomy of the cognitive domain / Tzu-Hsiang Ger, Yao-Ming Chu, Mei-Chen Chang -- Teachers conceptions and approaches to blended learning: a literature review / Vicki Caravias -- A techno-economic perspective of constrained application protocol / Tapio Leva [and 5 others].

---

Sommario/riassunto

"This book is an essential reference source for the latest research on the impact of digital computing and emerging technological innovations in the realm of business success. Featuring extensive coverage across a range of relevant perspectives and topics, such as IT outsourcing, sustainable development and online advertising"--  
Provided by publisher.

---