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Collana	Lecture Notes in Business Information Processing, , 1865-1356 ; ; 290
Disciplina	658.872
Soggetti	Electronic commerce Data mining Quantitative research Education - Data processing e-Commerce and e-Business E-Business Data Mining and Knowledge Discovery Data Analysis and Big Data Computers and Education
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Digital Marketing -- Online Celebrities' Endorsement and Consumers' Adoption and Dissemination of Information -- What "Uses and Gratifications' Theory can tell us about using Professional Networking Sites (e.g LinkedIn, Viadeo, Xing, SkilledAfricans, Plaxo...) -- Intention of Adoption of Mobile Commerce from Consumer Perspective -- Not Always a Co-Creation: Exploratory Study of Causes, Emotions and Practices of the Value Co-Destruction in Virtual Communities -- Empirical Study of Algerian Web Users' Behavior. The case of Ouedkniss.com -- Capturing Leading Factors Contributing To Consumer Engagement In Online Co-Design Platform Of Olive Oil Packaging: A Focus Group Study And A Research Model Proposal -- Digital Economy and e-Learning -- Knowledge Transfer Through e-

Learning: Case of Tunisian Post -- Modeling of a Collaborative Learning Process with Business Process Model Notation -- Intermediation and Decision Support System for the Management of Unemployment: the Simulator of Duration -- Online Project Management and PHP7 Application: a real case study -- Data Science and Security -- Data Stream Mining Based-Outlier Prediction for Cloud Computing -- Overlapping Community Detection for Social Networks -- New Overlap Measure for the Validation of Non-Disjoint Partitioning -- Uniformly Spread Embedding based Steganography -- Uncertainty in Web Data -- First steps towards an electronic meta-journal platform based on crowdsourcing -- Skyline Operator over Combined Reviews of Tripadvisor Travelers under the Belief Functions Theory -- An adaptive approach of label aggregation using a belief function framework -- Assessing Items Reliability for Collaborative Filtering within the Belief Function Framework.

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Sommario/riassunto

This book constitutes the refereed proceedings of the Second International Conference on Digital Economy, ICDEc 2017, held in Sidi Bou Said, Tunisia, in May 2017. The 18 papers presented in this volume were carefully reviewed and selected from 46 submissions. The theme of ICDEc 2017 was “Digital Economy: Emerging Technologies and Business Innovation”. The conference offered a number of sessions discussing innovative research focusing on emerging technologies which support the digital transformation of business and the economy: digital marketing, digital economy and e-learning, data science and security, and uncertainty in Web data.

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