

1. Record Nr.	UNINA9910298165503321
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Titolo	Social Media and Emerging Economies : Technological, Cultural and Economic Implications / / by Manlio Del Giudice, Maria Rosaria Della Peruta, Elias G. Carayannis
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2014
ISBN	3-319-02490-6
Edizione	[1st ed. 2014.]
Descrizione fisica	1 online resource (110 p.)
Collana	SpringerBriefs in Business, , 2191-5482
Disciplina	302.230973
Soggetti	Entrepreneurship Globalization Markets Management Industrial management Emerging Markets/Globalization Innovation/Technology Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Chapter 1 Introduction -- Chapter 2 Social Web Sites: Practices and Tools for Emerging Markets -- Chapter 3 Web 2.0, Social Media and Developing Economies: State of the Art and Practical Opportunities -- Chapter 4 The Institutional Foundations of Transition and Emerging Economies -- Chapter 5 From Information Society to Network Society: The Challenge -- Chapter 6 Emerging Markets, Social Network and the Question of Legitimacy.
Sommario/riassunto	How have social media in emerging economies evolved differently from the rest of the world? According to studies and anecdotal evidence, innovations in the use of social media tools occur more frequently in emerging economies than they do in developed markets. The aim of this volume is to show that in emerging regions (such as China, India, and South America) where the participation of stakeholders in the circuit of social media is more active (i.e., greater frequency of contacts and creativity in the elaboration of contents), organizations not only are

involved in a set of exchange relations with other social actors but are also embedded in a network of dynamic relationships. The authors utilize social network analysis to determine how entrepreneurs in emerging economies identify their most beneficial social contacts and use those contacts to leverage the resources needed for their enterprises, revealing new insights on the process of business creation and economic development in the networked age.
