

1. Record Nr.	UNINA9910298184603321
Titolo	Innovative Research Methodologies in Management [[electronic resource]] : Volume II: Futures, Biometrics and Neuroscience Research / / edited by Luiz Moutinho, Mladen Sokele
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2018
ISBN	3-319-64400-9
Edizione	[1st ed. 2018.]
Descrizione fisica	1 online resource (XXIX, 224 p. 30 illus., 7 illus. in color.)
Disciplina	658.4092
Soggetti	Leadership Operations research Decision making Project management Knowledge management Biometrics (Biology) Management Industrial management Business Strategy/Leadership Operations Research/Decision Theory Project Management Knowledge Management Biometrics Innovation/Technology Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Convergence of Experts' Opinions on the Territory: The Spatial Delphi and the Spatial Shang; Simone Di Zio -- 2. Interactive Scenarios; Theodore J. Gordon and Jerome Glenn -- 3. Virtual Reality for Marketing Research; Raymond R. Burke -- 4. The Knowledge Domain of Affective Computing: A Scientometric Review; Maria H. Pestana, Wan-Chen Wang and Luiz Moutinho -- 5. The Effect of Emotions on Brand Recall by Gender using Voice Emotion Response

with Optimal Data Analysis; Maria H. Pestana, Wan-Chen Wang and Luiz Moutinho -- 6. The Neuroscience Research Methods in Management; Jyrki Suomala -- 7. Benefits of Neuromarketing in the Product / Service Innovation Process and Creative Marketing Campaign; Jyrki Suomala -- 8. Neuromarketing; Robin Clark -- 9. The Futures Polygon Development; Antonio Pacinelli.

Sommario/riassunto

A seminal collection of research methodology themes, this two-volume work provides a set of key scholarly developments related to robustness, allowing scholars to advance their knowledge of research methods used outside of their own immediate fields. With a focus on emerging methodologies within management, key areas of importance are dissected with chapters covering statistical modelling, new measurements, digital research, biometrics and neuroscience, the philosophy of research, computer modelling approaches and new mathematical theories, among others. A genuinely pioneering contribution to the advancement of research methods in business studies, Innovative Research Methodologies in Management presents an analytical and engaging discussion on each topic. By introducing new research agendas it aims to pave the way for increased application of innovative techniques, allowing the exploration of future research perspectives. Volume II explores a range of research methodologies including the Spatial Delphi and Spatial Shang, Virtual Reality, the Futures Polygon and Neuroscience research.
