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Titolo	Emerging Markets from a Multidisciplinary Perspective : Challenges, Opportunities and Research Agenda // edited by Yogesh K. Dwivedi, Nripendra P. Rana, Emma L. Slade, Mahmud A. Shareef, Marc Clement, Antonis C. Simintiras, Banita Lal
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Soggetti	Globalization Markets Information technology Business—Data processing Management Industrial management Emerging Markets/Globalization IT in Business Innovation/Technology Management Empreses Estudis de mercat Globalització (Economia) Tecnologia de la informació Llibres electrònics
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Nota di contenuto	Section 1: Economics and Finance -- Chapter 1: The Political Economy of Financial Development: A Review -- Chapter 2: Grievance Redressal in the Indian Financial Regulatory Space - The Unified Approach -- Chapter 3: Role of Intermediaries in Providing Financial Access: Current and Future Research Trends -- Chapter 4: The UK Economy and Brexit -- Section 2: Financial Technology -- Chapter 5: Digital Technologies

and Pro-Poor Finance -- Chapter 6: Identifying Critical Success Factor (CSFs) for the Adoption of Digital Payment Systems: A study of Indian National Banks -- Chapter 7: Mobile Banking Adoption: Key Challenges and Opportunities, and Implications for a Developing Country -- Section 3: Digital Business -- Chapter 8: Hyper-Localizing e-Commerce Strategy: An Emerging Markets Perspective -- Chapter 9: Exploring e-Business in Indian SMEs: Adoption, Trends and the Way Forward -- Chapter 10: Opportunities and Challenges of Augmented Reality Shopping in Emerging Markets -- Chapter 11: The Impact of Social Media on Internal Communications in the Tanzanian Telecom Industry -- Section 4: Information Systems and Communication Technologies -- Chapter 12: Social Media Research In and Of India: A Snapshot -- Chapter 13: Evaluating the Current Situation of Mobile Services (M-Services) in the Kingdom of Saudi Arabia -- Chapter 14: An Examination of the Role of National IT Development and Infrastructure in Models for Smartphone Adoption and Use: The Cases of Iraq, Jordan and the UAE -- Chapter 15: Factors Influencing the Adoption of e-Ticketing in Arabic Frontier Markets: Conceptual Extension of UTAUT -- Chapter 16: Internet of Things (IoT) in Agriculture Supply Chain Management: A Developing Country Perspective -- Chapter 17: Readiness of Smart City: Emerging Economy Perspective -- Chapter 18: Integration of Public Sector Healthcare Information Systems with Private Sector Healthcare Providers in Pakistan: Challenges, Opportunities and Solutions -- Section: 5 Marketing -- Chapter 19: Adoption of Pro-Poor Innovations in the Context of the Base of the Pyramid and Subsistence Marketplaces: Challenges, Opportunities and Research Agenda -- Chapter 20: Branding for Bottom of the Pyramid: A Case of Branded Footwear Consumer in Indian Rural Setting -- Chapter 21: Rurality in Flux: A Perspective on Rural Tourism Enterprise -- Chapter 22: Factors Affecting Jordanian Consumers' Attitudes toward Facebook Advertising: Case Study of Tourism -- Chapter 23: Factors affecting consumers' pro-environmental behaviours in Saudi Arabia -- Chapter 24: Do you like to be an Aspirational Referee to Promote a Product? Act like a Celebrity in Emerging Market -- Section : Management and International Business -- Chapter 25: Institutional Export Barriers on Exporters from Emerging Markets: Evidence from China -- Chapter 26: Examining the Recruitment and Selection in the Internet Financial Industry in China -- Chapter 27: Advances in Talent Management Research: A Review of Extant Literature -- Chapter 28: Networking and Entrepreneurial Activity in Kuwait -- Chapter 29: The ethics and governance of an emerging technology in an emerging market: The case of private umbilical cord blood banking in India -- Chapter 30: Institutional Voids and Indian Automotive Industry: Challenges and Reflection.

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### Sommario/riassunto

This book examines prominent issues in the Emerging Markets (EM) from a variety of disciplines in order to make useful societal contributions through knowledge exchange. EMs offer enormous opportunities, but realizing them is both challenging and risky due to inherent uncertainties of such markets. EM's also have unique characteristics that makes them different from developed countries. This causes implications for both theory and practice. These markets necessitate substantial adaptations of developed theories and approaches employed in the Western world. This book investigates problems specific to emerging markets, and identifies new theoretical constructs, hypotheses (re)development, and emphasizes institutional contexts. The chapters in this book establish new conceptual and theoretical paradigms from multidisciplinary perspectives concentrated in the areas of information systems, electronic government, and digital

and social media matters. The book focuses on topics in these areas such as digital enterprises, sustainability, telemedicine, and Information Communication Technology (ICT) and surveys the potential challenges and opportunities that may arise. These concepts and topics covered in this book are vital for making the global economy more equitable and sustainable. .

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