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Nota di contenuto	Part 1: Editorial -- Chapter 1: An Introduction to Competitiveness in Fast Changing Business Environment -- Chapter 2: Digital Transformation and the Effects on the Management of Media Firms -- Part 2: Broadcasting -- Chapter 3: The Implications of Programmatic Advertising on the Business Model of TV Broadcasters -- Chapter 4: 'Datafying' Broadcasting: Competing in a Big Data-Driven TV Ecosystem

-- Part 3: Small media firms -- Chapter 5: War of Attrition in Polish Video-Games Printing Press: Customer Retention to Survive Printing Press in the Age of Digital Communication Technologies -- Chapter 6: Media innovations in digital music distribution: the case of beeptunes.com -- Chapter 7: Competitive Capabilities in Film Distribution Market: The Case of Filimo -- Part 4: Individual Level: media entrepreneurs -- Chapter 8: Social Networks of Immigrant Entrepreneurs in Media Industry: The case of Iranian Immigrants in Canada -- Chapter 9: Impact of leaders' characteristics on competitiveness of firms: Applying Weber's charismatic authority theory to leaders of post-Soviet media businesses -- Part 5: Media Law and Regulation -- chapter 10: Lobbying groups in communications and media policies in Brazil -- Chapter 11: Restrictions and Legal Challenges for Foreign Investment in the Media Market in Iran -- Chapter 12: Evidenced-based internet policy for emerging nations: maximizing network investment and local content development -- Part 6: Startups and Small Enterprises -- Chapter 13: Start-up Boom in an Emerging Market: A Niche Market Approach -- Chapter 14: The challenges of firms in Iraqi Kurdistan Economy in the light of strategic acquisition theory -- Chapter 15: Competitiveness of small media firms -- Part 7: Strategic issues in organizations -- Chapter 16: Rapid internationalization Emerging Markets Multinationals from Latin America: The case of the AJE Group -- Chapter 17: Strategic Renewal in Corporate Entrepreneurship Context: A Multi-Case Study -- Chapter 18: Measuring the competitiveness factors in telecommunication markets -- Chapter 19: Competitiveness in Banking Industry: A study of Employee satisfaction, Customer satisfaction and Productivity in Service Quality -- Chapter 20: Audience Engagement as a Competitive Advantage in Public Television: Case of Gamification Use in IRIB IPTV -- Chapter 21: Competition Outside of the Field: Economics and Marketing of Football in Iran -- Part 8: Quantitative methodologies -- Chapter 22: Impact of Situation in the study of Gender Entrepreneurship and Opportunity Evaluation: An Analysis of Risk Disposition -- Chapter 23: Impact of Organizational Innovation, Learning Orientation and Entrepreneurship on SME Performance: The Moderating Role of Market Turbulence and ICT -- Chapter 24: Entrepreneurship and SMEs Performance: Studying the Mediating Role of Innovation and the Moderating Role of Firm Size -- Chapter 25: The impact of Business Ethics on entrepreneurial attitude of managers -- Chapter 26: Effect of Degree of Competitiveness and Orientation to Export on Marketing Strategy of SMEs -- Part 9: Big Data, Machine Learning and New Technological Trends -- Chapter 27: Disruptive Innovation for Auto Insurance Entrepreneurs: New Paradigm using Telematics & Machine Learning -- Chapter 28: Business Challenges of Big Data Application in Health Organizations -- Chapter 29: Big data for marketing success: how consumer analytic create competitive advantage for enterprises.

Sommario/riassunto

This book presents a collection of interrelated research advances in the field of technological entrepreneurship from the perspective of competition in emerging markets. Featuring contributions by scholars from different fields of interest, it provides a mix of theoretical developments, insights and research methods used to uncover the unexplored aspects of competitiveness in emerging markets in an age characterized by disruptive technologies.
