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	Nota di contenuto	Digital Marketing -- The Role of Content Marketing Strategies in Traffic Generation: A Conceptual Model Development -- Exploring Readers' Perception of Professional Blogs -- Co-design and Chronic Regulatory Focus: a Cross-Cultural Study and Suggestions for Future e-Marketing Practices -- The Practices of Nonprofit Organizations in the New Age of Social Media: A Qualitative Study of Donors' Receptiveness -- E-Banking and competitive intelligence -- The Likelihood of Financial Inclusion in e-Banking: a BiProbit Sample-Selection Modeling Approach -- Banking Development, Governance and Innovation -- Competitive Intelligence in the Start-Up Companies Belonging to the ICT Sector in Tunisia -- Information System Technologies -- Lightweight Cryptography for Resource-Constrained Devices: A Comparative Study

and Rectangle Cryptanalysis -- An Improved CNN Steganalysis Architecture Based on Catalyst Kernels" and Transfer Learning -- DAPER Joint Learning from Partially Structured GraphDatabases -- An Adverse Drug Events Ontology Population from Text using a Multi-Class SVM based Approach -- E-Learning, E-Government and E-health -- E-Learning Effectiveness: a Survey in Two Tunisian Higher Education Establishments Using an Educational Platform -- Determinants of E-Learning Effectiveness: The Case of Tunisian Virtual School of Post Office -- E-Government and Social Media in Tunisia: An Empirical Analysis -- Social Marketing in Tunisian Public Health: Case of Sahtek.

Sommario/riassunto	This book constitutes the refereed proceedings of the Third International Conference on Digital Economy, ICDEc 2018, held in Brest, France in May 2018. The conference was founded in 2016 to discuss innovative research and projects related to the support role of Information System Technologies in the digital transformation process, business innovation and e-commerce. The 15 papers presented in this volume were carefully reviewed and selected from 41 submissions. The theme of ICDEc 2018 was "Digital Economy: Emerging Technologies and Business Innovation". The papers were organized in topical sections named: digital marketing; e-banking and competitive intelligence; information system technologies; and e-learning, e-government and e-health.