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Nota di contenuto	A MRI View of Brain Tumor Outcome Prediction -- Achieving Cognitive Skills in Multimedia through Revised Bloom Taxonomy -- An Estimation for Bitcoin Price Volatility -- An Optimization Model for Solving Stochastic Cooperative Games -- Assessing and Explaining Technical Inefficiency in the Tunisian Insurance Industry: A Comparison of Some Parametric Time-Variant Models -- Banking Sector Performance and Economic Growth: An Empirical Evidence of UAE Islamic Banks -- Challenges of Business Schools to Implement Accreditation Standards: Case Study -- Control Environment, Risk Assessment and Monitoring in United Arab Emirates Businesses -- Creative Contributions and Solutions to Dubai's Challenges and Commitments as a Smart City: Transnationalizing and Personalizing Global Standards of Excellence in International -- Credit Risk Assessment Using Decision Tree and

Support Vector Machine Based Data Analytics -- Death and Factors of Adjustment Among Bereaved Parents -- Determinants of Entry Modes Choice for MNEs: Exploring Major Challenges and Implications for Saudi Arabia -- Developing an Input Oriented Data Envelopment Analysis Model with Fuzzy Uncertainty in Variables -- Digital Currencies and the Power Shift in the Economy -- Evaluating Inclination of Youth to Start Enterprise: A Study in Oman -- Evidence-based Tobacco Control Mobile Apps Based on Federally Funded Research Projects -- Family Mediation in England and Wales: A Focus on Children -- Forecasting of the Internet Usage in the World Regions -- Impact of FDI on GDP and Unemployment in Macedonia Compared to Albania and Bosnia and Herzegovina -- Insurance Coverage for IPRs: Possible Solution for Businesses in the GCC -- Integration of Applied Linguistics and Business Communication: A Pilot Study -- Mapping Creative Pedagogies in Fashion Design Education - Fashion Design Program at American University in the Emirates as a Case Study -- Modern Versus Traditional Assets Allocation Models on Imperfect Markets- Which One is More Convenient for Investors? -- Online Summative Assessment and its Impact on Students' Academic Performance, Perception and Attitude towards Online Exams: University of Sharjah Study Case -- Risk Exposure, Liquidity and Bank Performance: New Evidence from the Recent Financial Crisis of 2007-2008 -- Significance of Education, Emotional Intelligence, Experience and Mediating Role of Ethical Values in Exceptional Executive Excellence -- Smart Art for Smart Cities -- Social Identification, Brand Image and Customer Satisfaction as Determinants of Brand Love -- State Responsibility in Combating Dangerous Climate Change: The Critical Role of Domestic and International Justice -- The First Superbrand in Knowledge Economy in the UAE: Morison Menon in a Mission of Building Better Business Globally -- The Relationship Between EFL Teachers' Attitudes Towards CLT and Perceived Difficulties of Implementing CLT in Language Classes in Omani Context -- The Role of Sustainable Management in Small and Medium Enterprises, with Reference to Interior Design Firms in the Kingdom of Bahrain -- The Way to Impartial Justice: Carving an Approach to Effective Decision Making Process, the Role of Individual Judges and Problems Faced by the International Court of Justice.

Sommario/riassunto

The book presents high-quality research papers presented at the 1st AUE International research conference, AUEIRC 2017, organized by the American University in the Emirates, Dubai, held on November 15th-16th, 2017. The book is broadly divided into three sections: Creative Business and Social Innovation, Creative Industries and Social Innovation, Education and Social Innovation. The areas covered under these sections are credit risk assessment and vector machine-based data analytics, entry mode choice for MNE, risk exposure, liquidity and bank performance, modern and traditional asset allocation models, bitcoin price volatility estimation models, digital currencies, cooperative classification system for credit scoring, trade-off between FDI, GDP and unemployment, sustainable management in the development of SMEs, smart art for smart cities, smart city services and quality of life, effective drivers of organizational agility, enterprise product management, DEA modeling with fuzzy uncertainty, optimization model for stochastic cooperative games, social media advertisement and marketing, social identification, brand image and customer satisfaction, social media and disaster management, corporate e-learning system, learning analytics, socially innovating international education, integration of applied linguistics and business communication in education, cognitive skills in multimedia, creative pedagogies in fashion design education, on-line summative

assessment and academic performance, cloud concept and multimedia-based learning in higher education, hybrid alliances and security risks, industry and corporate security significance, legal regulation and governance. The papers in this book present high-quality original research work, findings and practical development experiences, and solutions for a sustainable future.
