

1. Record Nr.	UNINA9910367243203321
Titolo	Digital Transformation in Business and Society : Theory and Cases // edited by Babu George, Justin Paul
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2020
ISBN	3-030-08277-6
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (XVII, 300 p. 12 illus.)
Disciplina	650 658.05 303.4833
Soggetti	Tecnologia de la informació Dades massives Gestió de la tecnologia Màrqueting per Internet Negocis Information technology Business—Data processing Knowledge management Leadership Motivation research (Marketing) Big data Internet marketing IT in Business Knowledge Management Business Strategy/Leadership Consumer Behavior Big Data Online Marketing/Social Media Llibres electrònics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia

Nota di contenuto

1. Introduction -- 2. Human Flourishing in Smart Cities -- 3. On How Big Data Revolutionizes Knowledge Management -- 4. Social Media in Marketing Communications: A Synthesis of Successful Strategies for the Digital Generation -- 5. Social Media Technologies and Export Marketing -- 6. Data Analytics and Predictive Analytics: How Technology Fits into the Equation -- 7. Effective Engagement of Digital Natives in the Ever-Transforming Digital World -- 8. Robotics, Artificial Intelligence, and the Evolving Nature of Work -- 9. The Dark Side of Big Data: Personal Privacy, Data Security and Price Discrimination -- 10. Digital Finance for Financial inclusion and Inclusive Growth -- 11. Understanding Consumer Behavior in Technology Mediated Spaces -- 12. An Evaluation of the National Open Government Data (OGD) Portal of the United Arab Emirates -- 13. Artificial Intelligence and Robotics Technology in the Hospitality Industry: Current Applications and Future Trends -- 14. Risk Management in the Digital Era: The Case of Nigerian Banks -- 15. Digital Technology to Enhance Project Leadership Practice: The Case of Civil Construction -- 16. The Making of Data Driven Sustainable Smart City Communities in Holiday Destinations.

Sommario/riassunto

The digital traces that people leave behind as they conduct their daily lives provide a powerful resource for businesses to better understand the dynamics of an otherwise chaotic society. Digital technologies have become omnipresent in our lives and we still do not fully know how to make the best use of the data these technologies could harness. Businesses leveraging big data appropriately could definitely gain a sustainable competitive advantage. With a balanced mix of texts and cases, this book discusses a variety of digital technologies and how they transform people and organizations. It offers a debate on the societal consequences of the yet unfolding technological revolution and proposes alternatives for harnessing disruptive technologies for the greater benefit of all. This book will have wide appeal to academics in technology management, strategy, marketing, and human resource management.
