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Nota di contenuto	Chapter 1. The reason for being ethical in business: moral or marketing orientation?- Chapter 2. Contemporary directions in the development of Romanian academic marketing in favor of increasing the performance of the organization -- Chapter 3. Implementing technology in healthcare organizations -- Chapter 4. Teaching entrepreneurship: how prepared are Romanian educators?- Chapter 5. Ethical issues in hospitality: Management Implications for Youth Tourism in Romania -- Chapter 6. Revealing the main drivers of romanians' migration in european context. An empirical approach based on gravity models -- Chapter 7. Liquidity risk related to financial transactions -- Chapter 8. Opportunities for the development of public administration by measuring labor productivity -- Chapter 9. Sensory

evaluation and acceptance of goat yogurts in comparison with cow yogurts – An empirical study -- Chapter 10. Types of Shopping Centres – literature review -- Chapter 11. Determinants of student's entrepreneurial intentions toward their career choice in Algeria -- Chapter 12. Financial resources or human resources - the real obstacle for developing NGO activity in Romania?- Chapter 13. Evaluating the overall performance of Romanian listed companies -- Chapter 14. Health Tourism – a New System-Model Based on the Four Basic Elements -- Chapter 15. Organizational culture and climate as opportunities to develop school organization -- Chapter 16. Are Romanian employees satisfied with their jobs and with the performance evaluation process? An empirical analysis among employees from public versus private sector -- Chapter 17. The consumer explained through leisure perception -- Chapter 18. Romanian medical system between technology and economic growth -- Chapter 19. Exploring the family identity as a unique competitive advantage to family businesses in developing a relationship marketing orientation -- Chapter 20. Data Mining algorithms for knowledge extraction -- Chapter 21. Self-knowledge and talent - a motivation of career planning and innovation in management -- Chapter 22. Challenges and Opportunities when integrating Artificial Intelligence in the Development of Library Management Systems -- Chapter 23. The interdependence of AI and sustainability: Can artificial intelligence show us a path towards sustainability?

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#### Sommario/riassunto

This proceedings volume provides a multifaceted perspective on current challenges and opportunities that organizations face in their efforts to develop and grow in an ever more complex environment. Featuring selected contributions from the 2019 Griffiths School of Management Annual Conference (GSMAC) on Business, Entrepreneurship and Ethics, this book focuses on the role of creativity, technology and ethics in facilitating the transformation organizations need in order to be ready for the future and succeed. Growth and development have always been imperative for people, organizations, and societies and a relevant topic in the management sciences. Globalization, along with dramatic changes in social, cultural, and technological progress, are the main factors that determine the current conditions for development, putting forth a new set of challenges and opportunities that are making organizations adapt and capitalize. Although technology and creativity seem to be the mantra for success in this new context, issues around the ethics of these two factors also seem to be crucial to the sustainability of growth in organizations. Featuring contributions on topics such as academic marketing, technology in healthcare organizations, ethical issues in hospitality, artificial intelligence and data mining, this book provides research and tools for students, professors, practitioners and policy makers in the fields of business, management, public administration and sociology.

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