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Collana	Lecture Notes in Business Information Processing, , 1865-1356 ; ; 395
Disciplina	658.872
Soggetti	Electronic commerce Data mining Information storage and retrieval systems Social sciences - Data processing Computers Coding theory Information theory e-Commerce and e-Business Data Mining and Knowledge Discovery Information Storage and Retrieval Computer Application in Social and Behavioral Sciences Computing Milieux Coding and Information Theory
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Digital Transformation -- Data Analytics -- Digital Marketing -- Digital Business Models.
Sommario/riassunto	This book constitutes the refereed proceedings of the 5th International Conference, ICDEc 2020, held in Bucharest, Romania, in June 2020. Due to the COVID-19 pandemic the conference took place virtually. The 13 full papers presented in this volume together with 3 abstracts of

keynotes and 1 introductory paper by the steering committee were carefully reviewed and selected from a total of 41 submissions. The core theme of this year's conference was "Emerging Technologies & Business Innovation". The papers were organized in four topical sections named: digital transformation, data analytics, digital marketing, and digital business models.
