

1. Record Nr.	UNINA9910484009003321
Titolo	Marketing and smart technologies : proceedings of ICMarkTech 2020 / / Alvaro Rocha [and five others], editors
Pubbl/distr/stampa	Singapore : , : Springer, , [2021] ©2021
ISBN	981-334-183-1
Descrizione fisica	1 online resource (783 pages)
Collana	Smart innovation, systems, and technologies ; ; 205
Disciplina	006.3
Soggetti	Artificial intelligence Marketing - Technological innovations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Intro -- Preface -- Contents -- About the Editors -- Part I Artificial Intelligence Applied in Marketing -- 1 How Committed I Am with Tourist-Intelligent Virtual Assistants? -- 1.1 Introduction -- 1.2 Literature Review -- 1.3 Methodology -- 1.4 Results -- 1.5 Conclusions and Implications -- References -- 2 Human Intelligence Versus Artificial Intelligence: A Comparison of Traditional and AI-Based Methods for Prospect Generation -- 2.1 Introduction -- 2.2 Methods for Generating Prospects -- 2.3 Methodology -- 2.3.1 Empirical Context -- 2.3.2 Systematic Web Search -- 2.3.3 Database Research -- 2.3.4 Data Mining Instrument -- 2.4 Results and Discussion -- 2.5 Contributions and Limitations -- References -- 3 A Trademark Image Retrieval Tool Based on Deep Learning Features -- 3.1 Introduction -- 3.2 Related Works -- 3.3 Methodology -- 3.3.1 Feature Extraction -- 3.3.2 Similarity Metric -- 3.4 Experimental Setup -- 3.5 Results -- 3.5.1 Similarity -- 3.5.2 Corrupted Samples -- 3.6 Analysis -- 3.7 Conclusions -- References -- 4 The Impact of TikTok on Digital Marketing -- 4.1 Introduction -- 4.2 Social Media Marketing -- 4.3 TikTok -- 4.3.1 The Audience -- 4.3.2 Influencers -- 4.3.3 Ad Campaigns -- 4.4 TikTok and Competition -- 4.4.1 TikTok Versus Instagram -- 4.4.2 TikTok Versus Facebook -- 4.4.3 TikTok Versus Youtube -- 4.4.4 The Impact in Digital Marketing -- 4.5 Conclusions -- References -- 5 Sentiment Analysis Using Web-Based Platforms

on Virtual Education During the 2020 Lockdown -- 5.1 Introduction -- 5.2 Background and Related Work -- 5.3 Case Study -- 5.3.1 Trigger-Action API Integration -- 5.3.2 Data Collection -- 5.3.3 Text Mining -- 5.3.4 Data Storage -- 5.3.5 Data Visualization -- 5.4 The Experiment -- 5.5 Discussion and Future Research -- References.

6 The Post-COVID-19 Shopping Experience: Thoughts on the Role of Emerging Retail Technologies -- 6.1 Introduction -- 6.2 A New Retail Setting -- 6.3 The Impact of Disruptive Technologies on Retailer's Competitive Advantage -- 6.4 Technologies that Create Value While Protecting People -- 6.4.1 Branded Performance Superiority -- 6.4.2 Enhanced Customer Experience -- 6.4.3 Frictionless Shopping Experience -- 6.4.4 Operational Excellence -- 6.5 Conclusion -- References -- Part IIBusiness Intelligence Databases and Marketing -- 7 Contribution of Research and Development to the Efficiency of Social Progress in Latin America -- 7.1 Introduction -- 7.2 Methodology -- 7.2.1 Efficiency Measurement and Data Envelopment Analysis (DEA) -- 7.3 Results -- 7.4 Conclusions -- References -- 8 The Organizations' Paths to Market Success -- 8.1 Introduction -- 8.2 Critical Success Factors -- 8.3 Methods -- 8.4 Results -- 8.5 Discussion and Conclusion -- References -- 9 Bibliometrics and Science Mapping of Digital Marketing -- 9.1 Introduction -- 9.2 Methodology -- 9.2.1 Bibliometrics and Science Mapping -- 9.2.2 Source of Information -- 9.2.3 Exclusion -- 9.2.4 Data Cleaning -- 9.2.5 Software Selection for Bibliometric Analysis -- 9.3 Analysis of Results -- 9.3.1 Performance Analysis -- 9.3.2 Contributions by Country -- 9.3.3 Performance of Academic Journals -- 9.3.4 Analysis of the Citations -- 9.3.5 Bibliographic Links of Academic Journals -- 9.3.6 Co-citation Network of Authors -- 9.4 Conclusion -- References -- 10 The Application of Text Mining for the Analysis of Connotation in a Higher Education Institution -- 10.1 Introduction -- 10.2 Literature Review -- 10.3 Methods -- 10.4 Creation of Polarity Assessment Criteria -- 10.4.1 Model Representation -- 10.5 Application of Criteria for the Evaluation of Tweets: Personal Approach.

10.5.1 Development of the Comparison Dataset -- 10.5.2 The Process of Tweet Extraction -- 10.5.3 Cross the Tweets with the Listings: The Model Approach -- 10.6 Results -- 10.7 Discussion -- 10.8 Conclusion and Future Work -- References -- Part IIICustomer Data Management and CRM -- 11 Comparative Analysis of the Percentage of Patents Requested by the Latin American Countries of Group 1 of the SIR Iber 2019 Ranking -- 11.1 Introduction -- 11.2 Patents Granted by the Countries of Group 1 of the Iberian CRS 2019 Report Through the WIPO PCT Convention -- 11.3 Patents Applied for by the Countries of Group 1 of the SIR Iber 2019 Report -- 11.4 Forecast of Patents Applied for by Group 1 Countries of the SIR Iber 2019 Report Through the WIPO PCT Agreement -- 11.5 Conclusions -- References -- Part IVData Mining and Big Data-Marketing Data Science -- 12 Fuzzy Analytics Application in Digital and Consumer Marketing: A Literature Review -- 12.1 Introduction -- 12.2 Theoretical Background -- 12.3 Methodology -- 12.3.1 Systematic Review-ProKnow-C -- 12.4 Results -- 12.4.1 Analysis of the Final Portfolio -- 12.4.2 Analysis of Key Publications -- 12.5 Discussion -- 12.6 Conclusion -- 12.6.1 Limitations and Future Research Direction -- References -- 13 Value Proposition Analysis of Network Business During Digital Adaptation in COVID-19 Conditions -- 13.1 Introduction -- 13.2 Review of the Literature: Conceptual Framework -- 13.3 Methodology -- 13.3.1 Data Description -- 13.3.2 Data Analysis Results -- 13.4 Conclusion -- 13.4.1 Limitations -- 13.4.2 Future Research -- References -- 14 Keyword-Based Wine and Beer Product Categorization

-- 14.1 Introduction -- 14.2 Related Work -- 14.3 Methodology --
14.3.1 Software Algorithm -- 14.4 Results -- 14.4.1 Experimental
Setup -- 14.4.2 Results -- 14.4.3 Analysis of the Results -- 14.5
Conclusions and Future Work -- References.

15 The Role of New Technologies in people's Retention, Turnover
and Internal Marketing: A Literature Review -- 15.1 Introduction --
15.2 Theoretical Background -- 15.2.1 Models of Organizational
Change -- 15.2.2 The Role of HRMP in Organizational Change --
15.2.3 e-Human Resources Management -- 15.3 Human Resources
Management Information Technology -- 15.3.1 HRM in a Digital Era --
15.3.2 Internal Marketing -- 15.4 Final Considerations -- References
-- Part VGamification Technologies to Marketing -- 16 Gamification
of Mobile Applications as a Tool for Optimising the Experience
of Museums -- 16.1 Introduction -- 16.2 Literature Review
and Research Questions -- 16.2.1 Gamification -- 16.3 Methodology
-- 16.4 Analysis and Results -- 16.5 Discussion of Results -- 16.6
Discussion and Conclusion -- 16.7 Limitations and Future Studies --
References -- Part VIMarketing Automation and Marketing Inbound --
17 Expanding Digital Marketing Campaigns With Machine Learning Built
Lookalike Audiences Having Varying Prior User Characteristics -- 17.1
Introduction -- 17.2 Prior Work -- 17.3 Problem Statement -- 17.4
Dynamic Profile Cluster Lookalike Model
(DYNPROCLUSTLOOKALIKEMODEL -- 17.4.1 Summary -- 17.4.2
Intuitive Proof -- 17.4.3 Model Workflow
(DYNPROCLUSTLOOKALIKEMODEL -- 17.5 Evaluation -- 17.5.1
Qualitative Comparison -- 17.5.2 Experimentation -- 17.6 Pro
and Cons -- 17.7 Conclusion -- References -- Part VIIMarketing,
Geomarketing and IOT -- 18 Arts Marketing in Development of Smart
City Tourism Experiences -- 18.1 Introduction -- 18.2 Experience
Marketing, Experiential Tools and Holistic Marketing Approach
in Development of Tourism Based on Arts -- 18.3 Good Examples
of Impact of Arts on Development of Touristic Experiences -- 18.4
Focus Group -- 18.5 Conclusion -- References.

19 The Territorial Organization of Public Tourism Statistics in Spain:
A Problem of Date Generation and Use in Geomarketing -- 19.1
Introduction -- 19.2 Problem Statement: The Lack of Adequate
Statistical Fata for the Application of Geomarketing Techniques -- 19.3
Methodology and Sources -- 19.4 Main Results and Contributions --
19.4.1 The Lack of Continuity and Consistency Between the Different
Administrative Levels in the Construction of Data -- 19.4.2 The
Disarticulation of the Territorial Organization of Public Tourism
Statistics in Spain as an Explanation of the Problem -- 19.4.3 The
Effects on the Production of Tourist Data of the Territorial Organization
of Statistics -- 19.5 Conclusions -- References -- 20 How Global
Brands Create Firm Value: Revisiting Steenkamp's 4V Model and COMET
Dimension -- 20.1 Introduction -- 20.2 Literature Review -- 20.2.1
Research Related to the Topic Under Investigation -- 20.2.2 The
COMET Dimension -- 20.2.3 The 4V Model -- 20.3 Conceptual
Framework -- 20.4 Expected Contribution -- 20.5 Conclusion -- 20.6
Limitation and Future Research -- References -- 21 Implementation
of High-Level JSON Schema Change Operations Using JUpdate -- 21.1
Introduction -- 21.2 Implementation of High-Level JSON Schema
Change Operations -- 21.3 Application Example -- 21.4 Conclusion
and Future Work -- References -- Part VIIIMachine Learning Applied
to Marketing -- 22 Predicting Customer Engagement Behaviour
with Pharmacy Brands on Facebook Using Decision Tree -- 22.1
Introduction -- 22.2 Theoretical Background on the Drivers
of Customer Engagement Behaviour with Pharmacy Brands on Facebook

-- 22.3 Research Methodology -- 22.4 The Main Finding
of the Research -- 22.4.1 Results of the Descriptive Analysis
of Pharmacy Brand Posts on Facebook -- 22.4.2 Results of the ANOVA
Analysis of Pharmacy Brands Posts on Facebook.
22.4.3 Results of the Decision Tree Analysis of Pharmacy Brands Posts
on Facebook.
