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Titolo	Crowd-Based Business Models : Using Collective Intelligence for Market Competitiveness // by Rajagopal
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ISBN	9783030770839 3030770834
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Descrizione fisica	1 online resource (301 pages)
Disciplina	658.4012
Soggetti	Strategic planning Leadership Marketing Management Entrepreneurship New business enterprises Technological innovations Business Strategy and Leadership Innovation and Technology Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Section I: The Crowd Foundation -- Chapter 1: Crowdsourcing -- Chapter 2: Crowdfunding -- Chapter 3: Crowd-based Business Modeling -- Section: II Crowd Dynamics in Business -- Chapter 4: Decision Space: Collective Intelligence -- Chapter 5: Crowd-based Business Leadership and Strategies -- Chapter 6: Technology and 'Generation Next' Business -- Chapter 7: Consumer Behavior and Cognitive Theories -- Chapter 8: Crowd-based Service Design -- Section III: Times Ahead -- Chapter 9: Future Perspectives.
Sommario/riassunto	"Consumers have become interactive with businesses today and crowd behavior has emerged as a guiding factor to business growth. Crowd-based business modeling is a contemporary tool to success... yet firms need to work on it. This book, written in a simple way with examples, is a timely contribution and a must read for everyone." --Raquel Castaño,

PhD, Vice-rector for Faculty Development, Tecnológico de Monterrey, Mexico "The book articulates the importance of the new business practice as well as challenges associate with it and offers propositions on how to meet these challenges. Discussions in the book clearly explains the paradigm shift that we are experiencing currently in business practices due to increasing use of information markets and in developing tools to effectively deal with customer-centric decisions. This contribution is an indispensable gift to students of business management and to business practitioners." -- Demetri Kantarelis, Ph. D., Professor of Economics, Grenon School of Business, Assumption University, Worcester, MA This book distinctively presents nine thematic discussions with live examples of small and large companies across the geographic destinations. Among many points of interest crowdsourcing, crowdfunding, decision-processes, technology, leadership, consumer behavior, crowd-based services designing, and future perspectives in the context of crowd-based business modelling and collective intelligence are central to the discussions in the book. This book argues that crowd is the pivot of marketing. It fills the knowledge gap on people-led enterprises by integrating the customer ideation process in developing crowd-based business models to achieve performance with purpose and proposes crowd-based business strategies in the emerging markets and significantly contributes to the existing literature. Rajagopal is Professor of Marketing at EGADE Business School of Tecnológico de Monterrey, Mexico City Campus and Life Fellow of the Royal Society for Encouragement of Arts, Commerce, and Manufacture, London, United Kingdom. Dr. Rajagopal is serving as Visiting Professor at Boston University, Boston, Massachusetts, since 2013 and is also adjunct professor at the UFV India Global Education of the University of the Fraser Valley, Canada.

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