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Titolo	Computational and Decision Methods in Economics and Business : Proceedings of the International Workshop "Innovation, Complexity and Uncertainty in Economics and Business" // edited by Anna Maria Gil- Lafuente, Josefa Boria, Agustín Torres, José M. Merigó, Janusz Kacprzyk
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Collana	Lecture Notes in Networks and Systems, , 2367-3389 ; ; 388
Disciplina	330.0285 330.015195
Soggetti	Computational intelligence Engineering—Data processing Econometrics Operations research Management science Game theory Industrial Management Computational Intelligence Data Engineering Quantitative Economics Operations Research, Management Science Game Theory
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Preface -- Honorary Committee -- Scientific Committee -- Organizing Committee -- Uncertainty characterizations, typologies and related notions in times of change -- Mexico and the challenges of achieving the 2030 Sustainable Development Goals -- Leadership and employees' satisfaction in contemporary organizations -- Design of an Employer Branding model -- Investment evaluation proposal with fuzzy tools. Case Molecular Immunology Center -- Performance Evaluation

Procedure based on Fuzzy Mathematics and OWA Operators. -- The fit between corporate entrepreneurship and innovation in the organizational performance through SHRM -- Procedure for the selection of international markets. Application in the Cement Business Group of Cuba -- Customer satisfaction at the Roc Presidente Hotel -- The Internationalization in The Learning of The Accounting Profession. Use of The Kahoot As A Teaching Tool for Learning -- An input of fuzzy logic to sustainable tourism: a case from Brazil -- A bibliometric study of key journals in corporate social responsibility -- A bibliometric review of decision models in uncertainty between 1990 and 2018 -- Data Driven Business Model: A Strategy for Transparency in the Sharing Economy. A bibliometric overview -- Application of the Forgotten Effects Theory to the Qualitative Analysis of the Operational Risk Events -- Business Informality: An Application of the Forgotten Effects Model -- Adaptation of grocery stores to the post-COVID-19 environment. The case of Barcelona -- Author Index.

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### Sommario/riassunto

This book presents different topics related to innovation, complexity, uncertainty, modeling and simulation, fuzzy logic, decision-making, aggregation operators, business and economic applications, among others. The chapters are the results of research presented at the International Workshop "Innovation, Complexity and Uncertainty in Economics and Business", held in Barcelona, in November 2019, by The Ibero-American Network for Competitiveness, Innovation and Development (REDCID in Spanish) and the Royal Academy of Economic and Financial Sciences (RACEF in Spanish). These papers are useful for junior and senior researchers in the area of economics and business.

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