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Collana	Lecture Notes in Business Information Processing, , 1865-1356 ; ; 461
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Soggetti	Electronic commerce Business information services Application software Education - Data processing Telemarketing Internet marketing e-Commerce and e-Business IT in Business Computer and Information Systems Applications Computers and Education Digital Marketing
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Nota di contenuto	Digitalization & COVID 19 -- The Impact of Digitalization on Unemployment rate During COVID-19 Pandemic -- Digital Gender Gap in EU-27 ICT Employment During COVID-19 Impact -- 3D Printing during the Covid-19 Pandemic in Lebanon: Personal Protective Equipment (PPEs) from Club Goods to Public Goods -- Digital Business Models for Education and Healthcare -- Success Factors for the Use of Open Educational Resources - A Quantitative Survey with Students --

AI-based Business Models in Healthcare: An Empirical Study of Clinical Decision Support Systems -- Implementing an agile change process to improve digital transformation in higher education teaching -- A Maturity Model for Open Educational Resources in Higher Education Institutions – Development and Evaluation -- IT User Behavior and Satisfaction -- Relationship between culture and user's behavior in the context of information security systems: A qualitative study in SMEs -- Possibilities and limitations of the Croatian police in communication via social networks -- Digital Marketing -- Cause-related marketing: towards an exploration of the factors favoring the purchase intention of the tunisian consumer -- What leads customer to create and participate in anti-brand community: a netnographic approach -- Consumer Satisfaction using fitness technology innovation -- Digital Transformation -- Changes in Global Virtual Team Conflict Over Time: The Role of Openness to Linguistic Diversity -- Readiness of Russian companies for digital transformation: what's changed -- Towards a better digital transformation: learning from the experience of a digital transformation project.

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Sommario/riassunto

This book constitutes the proceedings of the 7th International Conference on Digital Economy, ICDEc 2022, which took place in Bucharest, Romania, in May 2022. The 15 full papers included in this volume were carefully reviewed and selected from 44 submissions. They were organized in topical sections as follows: Digitalization and COVID 19; digital business models for education and healthcare; IT user behavior and satisfaction; digital marketing; and digital transformation.

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