

1. Record Nr.	UNINA9910634053803321
Titolo	Business Advancement through Technology Volume II : The Changing Landscape of Industry and Employment // edited by Alkis Thrassou, Demetris Vrontis, Leonidas Efthymiou, Yaakov Weber, S. M. Riad Shams, Evangelos Tsoukatos
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2022
ISBN	9783031077654 3031077652
Edizione	[1st ed. 2022.]
Descrizione fisica	1 online resource (267 pages)
Collana	Palgrave Studies in Cross-disciplinary Business Research, In Association with EuroMed Academy of Business, , 2523-8175
Disciplina	260 658.4063
Soggetti	Technological innovations Marketing Management Innovation and Technology Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Chapter 1: Editorial Introduction: Conceptualising Technology Diffusion on Work and Employment -- Chapter 2: Research on Robotic Process Automation: Structuring the Scholarly Field -- Chapter 3: Role of Technology enabled HRM systems in developing Hybrid workplaces: A case study of the Information Technology sector in India.-Chapter 4: Conceptual developments of change management theory and the Stra. Tech.Man innovation perspective -- Chapter 5: Engineering the metaverse for innovating the electronic business -- Chapter 6: Digital Transformation in Health Organizations an Opportunity for Leveraging -- Chapter 7: Changing technology and its impact on leadership and hierarchy structure in the virtual workplace -- Chapter 8: Artificial Intelligence and its impact on employment: Evidence from the Banking and Accounting sectors -- Chapter 9: Conceptual Mutations of Change Management and the Strategy-Technology-Management Innovation -- Chapter 10: The influence of Knowledge Management Technologies on

business advancement -- Chapter 11: Machine Learning and the Future of Work for HR and Learning and Development professionals -- Chapter 12: The impact of technology in the performance measurement inside sport sector -- Chapter 13: Technological Innovation and Process Improvement in the Factory that Time Forgot.

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#### Sommario/riassunto

This two-volume edited collection explores the impact of technology on business advancement. Technology is a multifaceted and multidimensional phenomenon, carrying opportunities and risks. Business advancement therefore, can no longer be considered without technological mediation. While Volume I offers insights into technological improvements in the field of global marketing, Volume II focuses on the implications of changing technology on work and employment. It covers topics such as the role of technology in change management, digital transformation, and the impact of AI on employment. Taken together, the books move forward the study of organizations and technology and are ideal resources for business students and researchers. Alkis Thrassou is Professor in the School of Business at the University of Nicosia, Cyprus, and a Senior Research Fellow of the EuroMed Academy of Business (EMAB). Demetris Vrontis is Professor and Vice Rector for Faculty and Research at the University of Nicosia in Cyprus, as well the Editor-in-Chief of the EuroMed Journal of Business (EMJB) and the President of the EuroMed Research Business Institute (EMRBI). Leonidas Efthymiou is Assistant Professor in Organisation Studies, with emphasis on Tourism and Hospitality. Yaakov Weber is Professor and Director of the Research Unit, School of Business Administration, College of Management, Israel. He is the Founder and President of EMRBI and EMAB. S. M. Riad Shams is Senior Lecturer at the Newcastle Business School, Northumbria University, UK. He is the founding editor of the International Journal of Big Data Management. Evangelos Tsoukatos teaches Management at the University of Applied Sciences Crete. He is Associate Editor of EMJ.

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