

1. Record Nr.	UNINA9910635394803321
Titolo	Business Advancement through Technology Volume I : Markets and Marketing in Transition // 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	3-031-07769-5
Edizione	[1st ed. 2022.]
Descrizione fisica	1 online resource (298 pages)
Collana	Palgrave Studies in Cross-disciplinary Business Research, In Association with EuroMed Academy of Business, , 2523-8175
Disciplina	658.8
Soggetti	Technological innovations Marketing Management Innovation and Technology Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Chapter 1:An Overview of Business Advancement Through Technology: Markets and Marketing in Transition -- Chapter 2: Digital Transformation of the Organisations Using AI Integrated Partner Relationship Management -- Chapter 3: Creating Value Proposition for Rural Banking Customers in Emerging Markets: Adoption of Mobile Banking Technology Induced by Disruptive Events in India -- Chapter 4: A Review of Internet Financing Through Peer-to-Peer Lending: A Cross-Country Comparative Analysis -- Chapter 5: Digitalisation of Love and Lies on Online Dating Platforms in Coronavirus Times: Business Advancement Through Technology -- Chapter 6: The Social Impact of Clinical Tools for Neuromarketing Research: Possible Applications for the Wine Sector -- Chapter 7: The Influence of Facebook Discussions on Purchase Intention and Word of Mouth -- Chapter 8: Discourse on Method: Rapid, Efficient, Cost-Effective Creation of 'Wikis of the Mind' -- Chapter 9: How Technologies Assessment Conceptualisation and Their Certification Could Help the Medical Business Boosting Performance -- Chapter 10: Digital Transformation in Private Dental

Clinics -- Chapter 11: Social Marketing, Nudging Policies and Consumerism: Advancements Through Technologies from Neuroscience -- Chapter 12: Inclusive Online Collaborative Learning Environments in Vocational Education.

---

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. Volume I offers insights into technological improvements in the field of global marketing. Covering topics such as mobile banking, social media and neuromarketing tools, the book examines how technology diffusion drives, negates and facilitates change in marketing processes. Volume II, on the other hand, focuses on the implications of changing technology on work and employment. Taken together, the books move forward the study of organizations and technology and are ideal resources for students and researchers.

Alkis Thrassou is Professor in the School of Business and the Director of GNOSIS Mediterranean Institute for Management Science at the University of Nicosia, Cyprus. Demetris Vrontis is Professor and Vice Rector for Faculty and Research at the University of Nicosia in Cyprus, as well as 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 and Coordinator of Tourism and Leisure studies at the University of Nicosia, Cyprus. 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 EMJB.

---