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Titolo	New normal in digital enterprises : strategies for sustainable development // edited by Subhra R. Mondal, Ceren Yegen, Subhankar Das
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ISBN	981-19-8618-5
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (272 pages)
Disciplina	605
Soggetti	Sustainable development
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Chapter -1: Exploration of Fake News and their Impact on Sustainable Behavior n Controlling COVID-19 -- Chapter -2: Sustainable Branding in Digital Environment in Terms of Corporate Communication -- Chapter – 3: Internet Use and Understanding the Tendency for Media Use in The Post-Covid Period -- Chapter – 4: Infodemic as A Sign of Modern Populism: A Discussion on Fake Information About the Covid-19 Pandemic On Twitter -- Chapter – 5: Sustainability, Digital Security and Cyber Hygiene During the Covid-19 Pandemic -- Chapter – 6: Does E-Governance Bring New Normal Sustainable Way for Emerging Economies Post Pandemic? A Review -- Chapter- 7: Role of enterprises and their digital transformation in post-pandemic sustainable development -- Chapter- 8: Sustainable development and digitalization in the supply chain for environmental protection: Changes and Trends -- Chapter 9: Digitalization of enterprises from a new normal sustainable development perspective: opportunities and challenges -- Chapter 10: Defining the new digitalized normal: Implications of A.I., IoT, blockchain for business growth -- Chapter – 11: Digital revolution complements Sustainable goal achievement during and after pandemic; A research agenda -- Chapter 12: Human-centric digitalization for new sustainable development: An explorative study in human resource management.
Sommario/riassunto	This book discusses the significance of descriptive, predictive, and

prescriptive digital enterprises and their practices for different functional domains and in different countries during COVID-19. It explores new dimensions in digital enterprises that are emerging after COVID-19. Varied topics discussed include virtual workplace and workflows, media use, digital security, e-governance, digital supply chains, increased use of AI, new HR practices, and sustainable development in post-pandemic era. The broad range of digital development topics will help business owners, digital professionals, managers, researchers, and academicians. Dr. Subhra Mondal is a researcher and Professor in the Honors Program at Duy Tan University. She has published 30+ ISI and Scopus indexed research papers and her research interests are brand management, brand equity with innovative tools, smart tourism, destination marketing, social media marketing, and explainable AI. Dr. Ceren Yegen is working as Associate Professor in Faculty of Communication, Department of Journalism, Mersin University, Turkey. She has more than 25 publications in Scopus, ISI indexed journals. Her research interests include text analysis, digital media and journalism, political communication. Dr. Subhankar Das is currently working as Professor and Researcher in the Honors Program, Duy Tan University, Da Nang, Vietnam. He has 14+ Years of expertise in AI, blockchain, shared circular economy, and digitalization. He has published more than 30 Scopus SSCI and SCIE-indexed research papers.
