

1. Record Nr.	UNISALENT0991001604299707536
Titolo	Galileo Chini : Galleria comunale d'arte contemporanea, Sala di S. Ignazio, Arezzo, ottobre-novembre 1968 / [catalogo] a cura di Michelangelo Masciotta
Pubbl/distr/stampa	Arezzo : Galleria comunale d'arte contemporanea, 1968
Descrizione fisica	29 p., 30 c. di tav. : ill. ; 20 cm
Altri autori (Persone)	Chini, Galileo Masciotta, Michelangeloauthor
Disciplina	759.5
Soggetti	Chini, Galileo Esposizioni 1968 Chini, Galileo Esposizioni 1968
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910678597503321
Autore	Lis Marcin
Titolo	Higher Education Institutions and Digital Transformation : Building University-Enterprise Collaborative Relationships
Pubbl/distr/stampa	2023 Milton : , : Taylor & Francis Group, , 2023 ©2023
ISBN	9781003363132 100336313X 9781032425184 1032425180 9781000875874 1000875873 9781000875836 1000875830
Edizione	[1 ed.]
Descrizione fisica	1 online resource (235 pages)
Collana	Routledge Open Business and Economics Series
Classificazione	BUS025000BUS041000BUS063000
Disciplina	378.1/035
Soggetti	Knowledge management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Introduction -- Building Relations Between Higher Education Institutions and Enterprises Literature -- Digital Transformation as Space to Establish and Reinforce Relations Between Universities -- Digital Technologies in the Process of UniversityEnterprise Relation Formation Research -- between universities and enterprises -- New Approach to Developing University and Business Relationships Modelling -- Conclusions -- Copyright.
Sommario/riassunto	"The growing complexity, fluidity and instability of the environment as well as changing needs are challenges that both enterprises and higher education institutions must face. Higher education institutions understand that their key product, i.e. knowledge, is a value that can and should be offered to enterprises in a desirable form as a key to innovation and development as well as the basis of the necessary

internal transformation to respond to requirements of our times. Attempts to explain the process of collaboration between higher education institutions and businesses based on an institutional perspective fail to capture the complexity of this process. The purpose of this book is to develop a model approach to managerial competencies that affect the innovativeness of enterprises and to identify internal and external key factors strengthening or limiting the impact of managerial competencies on the innovativeness of an enterprise including organisational structure, strategy, organisational culture and more. It will be of value to researchers, academics, and students in the fields of entrepreneurship, innovation, management, strategy, and will be particularly useful to organisations that are aware of their operating conditions in the knowledge-based economy and of the impact of the COVID-19 pandemics on the acceleration of the digital transformation of the contemporary world"-- Provided by publisher.

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