

1. Record Nr.	UNINA9910726292803321
Titolo	Marketing and Smart Technologies : Proceedings of ICMaTech 2022, Volume 2 // edited by José Luís Reis, Marc K. Peter, José Antonio Varela González, Zorica Bogdanovi
Pubbl/distr/stampa	Singapore : , : Springer Nature Singapore : , : Imprint : Springer, , 2023
ISBN	981-19-9099-9
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (799 pages)
Collana	Smart Innovation, Systems and Technologies, , 2190-3026 ; ; 337
Disciplina	658.80028563
Soggetti	Internet of things Computational intelligence Artificial intelligence Quantitative research Internet of Things Computational Intelligence Artificial Intelligence Data Analysis and Big Data
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The use of cryptocurrencies as a tool for the development of marketing in tourism -- Blockchain use possibilities: A systematic literature review -- Comparison of semi-structured data on MSSQL and Postgresql -- Coolhunting Canvas: a pedagogical toolkit to support trendspotting and sociocultural innovation in marketing -- Hotel Customer Segmentation Using the Integrated Entropy-CRITIC Method and the 2T-RFMB Model -- Intellectual Capital versus Competitive Advantages: Together which underlines some relevant literature?.
Sommario/riassunto	This book includes selected papers presented at the International Conference on Marketing and Technologies (ICMaTech 2022), held at Universidade de Santiago de Compostela, Spain, during December 1–3, 2022. It covers up-to-date cutting-edge research on artificial intelligence applied in marketing, virtual and augmented reality in marketing, business intelligence databases and marketing, data mining and big data, marketing data science, web marketing, e-commerce and

v-commerce, social media and networking, geomarketing and IoT, marketing automation and inbound marketing, machine learning applied to marketing, customer data management and CRM, and neuromarketing technologies.

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