

1. Record Nr.	UNINA9910728401203321
Autore	Thuan Nguyen Hoang
Titolo	Business Innovation for the Post-pandemic Era in Vietnam // edited by Nguyen Hoang Thuan, Hung Nguyen, Hiep Cong Pham, Alrence Halibas
Pubbl/distr/stampa	Singapore : , : Springer Nature Singapore : , : Imprint : Springer, , 2023
ISBN	9789819915453 9819915457
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (213 pages)
Altri autori (Persone)	NguyenHung PhamHiep Cong HalibasAlrence
Disciplina	658.4062 658.514
Soggetti	Technological innovations Financial engineering Business Asia Telemarketing Internet marketing Innovation and Technology Management Financial Technology and Innovation Asian Business Digital Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Introduction to Business Innovation in the Post-pandemic Era in Vietnam: Digitalization and Smart Logistics -- Important Negotiation Behaviours in Entrepreneurs' New Product Launching Stage During Post-Covid-19 Era -- Does digital transformation increase efficiency in business? Evidence from Vietnam during the COVID-19 pandemic -- COVID-19 Disruption Risk – A Game-changing Factor for SMEs Digital Supply Chain Transformation.
Sommario/riassunto	This book documents the recent post-pandemic era business innovation research in Vietnam bringing together selected works from

the 2022 'International Conference on Business Innovation: Business Innovation in a Post-pandemic World' held at RMIT University in Vietnam. The book contributes to the body of knowledge in several ways. It serves as a comprehensive reference for business innovation research and promotes recent progress in business innovation applications in Vietnam and offers a shared understanding to help coordinate future research in the field. .

---