

1. Record Nr.	UNINA9910739459703321
Titolo	Technological Sustainability and Business Competitive Advantage // edited by Muneer Al Mubarak, Allam Hamdan
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2023
ISBN	3-031-35525-3
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (516 pages)
Collana	Internet of Things, Technology, Communications and Computing, , 2199-1081
Disciplina	301.5/5 338.927
Soggetti	Telecommunication Internet of things Business information services Big data Communications Engineering, Networks Internet of Things IT in Business Big Data
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- The Role of Artificial Intelligence in Marketing Functions and Organizational Decision Making -- Artificial Intelligence Applications: Cost Reductions and Efficiency Increase in the Medical and Educational Sectors -- Success Factors of Using Artificial Intelligence -- Compression of Artificial Intelligence (AI) as a Driven Virtual Financial Advisor -- Financial Technology (Fintech): An International Dimension -- Cost-benefit Analysis of Fintech Framework Adoption -- Renewable Technologies: Solar Power and Wind Power Energy Utilization- Advantages and Disadvantages -- The Importance of Technological Sustainability in Businesses -- Role of Fintech in Banking: Opportunities and Challenges -- Understanding Artificial Intelligence through its Applications -- Conclusion.
Sommario/riassunto	This book discusses advanced technological solutions in Industry 5.0

that can be used for business competitive advantage and sustainability. The book presents tools that can help reduce time and make use of data in an efficient way while using resources efficiently and sustainably. The book aims to highlight technological sustainability through promoting innovations, improving social development, and providing green products that benefit the society. The authors discuss the recent technological advancements such as Artificial Intelligence (AI), Internet of Things (IoT), Financial Technology (FinTech), Big Data, and Blockchain. They also discuss the benefits of incorporating such technologies in areas such as green supply chain, storage technology, Internet banking, and nanotechnology. The target audience of this book includes all interested individuals and institutions in the fields of engineering, business, technology, and public services. The book provides insights and solutions to many issues and creates opportunities for further sustainability. Presents technological advancements such as AI and IoT that can help organizations achieve sustainability; Discusses how technological sustainability can bring innovations, manage resources efficiently, and foster economic and social development; Links Industry Revolution 4.0 with Industry 5.0 to show the balance between technological and human intelligence.
