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Descrizione fisica	1 online resource (332 pages)
Collana	Management for Professionals, , 2192-810X
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Soggetti	Accounting Financial engineering Technological innovations Financial Accounting Financial Technology and Innovation Innovation and Technology Management
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Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Chapter 1 Entering The Network Economy -- Chapter 2 Decision Making Under Uncertainty - Basic Concepts and Techniques -- Chapter 3 Decision Making Under Uncertainty - Preference Curve, Sequential Analysis, and Multiple Criteria Assessment -- Chapter 4 Valuing Business – Concepts and Techniques -- Chapter 5 Competitive Position - Strategic Cost and Value -- Chapter 6 Competitive Position - Network Integration -- Chapter 7 Market Power & Market Value Creation -- Chapter 8 Pricing Strategies in a Dynamic Market -- Chapter 9 Internet Business and Revenue Models -- Chapter 10 Valuing Internet Stock and Intangible Assets -- Chapter 11 Management Control System in the Business Network: Control and Trust -- Chapter 12 Value Creation, Capture, and Allocation.
Sommario/riassunto	This book continues from author's first SMA publication in 2018 (also by Springer) and discusses the new roles of SMA in the new network economy. Emerging digital technologies have revolutionized the business world with groundbreaking rules and innovative business

models. New knowledge and information technologies have inspired new business ideas and created more information platforms at a lower cost, yet highly efficient in the market. The new business transformation also encourages more inter-organizational cooperation to cope with rapid changes. All these novelties add challenges to corporate individuals in managing businesses beyond their organizations, in particular financial professionals (e.g., CFO) who are experts in the team. Therefore, SMA is assigned a new role in the new network economy. Similarly, SMA calls for major updates and revisions. This urges author to write this book to meet the new demand. The author has selected important topics that are particularly pertinent to the new Internet economy. These topics include how to make decisions under business uncertainty, how to value businesses in general, Internet stocks and intangible assets in particular. Business collaboration and integration are usual means to acquire synergy value. How does SMA help deliver the best results? How are business models and information platforms built as sense-making revenue models, even though these platforms never charge for services? How is market power and brand value measured? How does trust supplement control in new network organizations? Finally, how is value created, captured, and allocated in a fair manner? The book goes through detailed examinations of each topic with cases, examples, and illustrations as required.

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