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Nota di contenuto	Chapter 1. Examining Socially Responsible Investing Behaviour of Individuals based on Expert Opinion using DEMATEL -- Chapter 2. Research on the Ecological Environment Evaluation of Technological Talents in the Shuangcheng Economic Circle of Chengdu Region -- Chapter 3. Current Landscape & Future Prospects of Community Healthcare Information System: A Conceptual study w.r.t Indian Healthcare -- Chapter 4. Fake News Detection Using Machine Learning -- Chapter 5. Status of basic Digital Tools Awareness among Women Vegetable Vendors and consequences-Hyderabad local markets -- Chapter 6. Influence of COVID-19 on Punjab Textile Industry -- Chapter 7. A New Transformation for Manufacturing Industries with Big Data Analytics and Industry 4.0 -- Chapter 8. Analysis for Detection in MANETs: Security Perspective -- Chapter 9. Exploring the Role of

Business Intelligence Systems in IoT-Cloud Environment -- Chapter 10. Leading a Culturally Diverse Team in the Workplace -- Chapter 11. An Integrated Secure Blockchain and Deep Neural Network Framework for Better Agricultural Business Outcomes -- Chapter 12. ASCII Strip Based Novel Approach of Information Hiding in Frequency Domain -- Chapter 13. Investigating the Mediating Effect of EWOM While Exploring a Destination in Uttarakhand: A Tourist Perspective -- Chapter 14. Investigating the Factors that lead towards Intention to use Mobile commerce among Higher Education students -- Chapter 15. Strategic Plans for Market Campaign Using Machine Learning Algorithms -- Chapter 16. Gap Analysis of Electricity Demand and Supply in perspective of PROSUMERS of 5 KW Solar Rooftop Plants in Uttarakhand.

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Sommario/riassunto

This book includes peer-reviewed contributions presented at the International Conference on Data Analytics in Business and Marketing, ICDABM 2022. The book covers topics in data analytics, intelligent data, data management in business and marketing, big data, computational intelligence, and communication networks. The book presents innovative work by leading academics, researchers, and experts from the industry, which is helpful for young researchers and students.

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