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Disciplina

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Soggetti

Electronic commerce
Business information services
Application software
Education - Data processing
Telemarketing
Internet marketing
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IT in Business
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Nota di contenuto

Digital transformation -- Barriers to Digital Transformation in SMEs: A Quantitative Study -- Introduction of 3G mobile internet and its effect on start-up formation: A case of Palestine -- Unpacking the Differences in Perceptions of Barriers to Digital Transformation – A Socio-Demographic Analysis -- Sustainable Business Models beyond the Carbon Footprint – A Review of perceived sustainability Dimensions in practical BMI based on Case Studies -- E- learning & Digital competencies -- Student-centered Design and Evaluation of a Learning Analytics Dashboard -- Competences for Digital Transformation in Companies – An Analysis of Job Advertisements in Germany -- How can

Learning Analytics Enhance Online Teaching? A Teacher's Perspective --
Digital Marketing and Artificial Intelligence -- The Influence of Online Ratings and Re-views in Consumer Buying Behavior: A Systematic Literature Review -- The impact of technological innovation on employment in developing countries-case of Morocco -- Seamless Payment through Artificial Intelligence in food retail: Factors influencing Purchase Intent -- E-Finance and Digital Assets -- Is Bitcoin's environmental risk inflated? Elasticity and fossil fuels -- The Initial Coin Offering: is it a profitable tool for investment -- Do Digital Financial Inclusion affect Economic Growth? New insights from MENA countries -- Antecedents and outcomes of brand hate: A case of anti-brand community -- Digital Marketing and Data Analytics -- A Systematic Literature Review on CRM Critical Success Factors: The Transversal Role of Data Analytics Capabilities -- Consumer Experience and Augmented Reality Wine Label Application -- Portuguese digital agencies and their clients' social networks -- Extracting Business Activities for Digital Transformation in the SET Healthcare Sector Using Verb Phrases Analysis -- Digital Economy -- Stock Market Activity and Financing Decisions in the Technology Industry: Does Upstream-Downstream Innovation Matter -- The symmetric and asymmetric effects of Digitalization on economic growth in African Countries: Evidence from linear and non-linear ARDL Models -- Online session -- Societal complexity problem of E learning adoption in a post covid context: A Tunisian university case -- Promoting the relationship E. Governance-Good Governance through public trust: The case of Tunisian Public Administration -- Fake News Detection in the Tunisian Social Web -- The influence of corporate organizational culture on financial performance: The case of Tunisian companies -- A forecast of Brent prices in times of Ukrainian crisis using ARFIMA models -- Cognitive Assessment based on Skeleton-based Action Recognition. .

Sommario/riassunto

This book constitutes the proceedings of the 8th International Conference on Digital Economy, ICDEc 2023, which took place in Braga, Portugal, in May 2023. The 26 full papers included in this volume were carefully reviewed and selected from 72 submissions. They were organized in topical sections as follows: Digital transformation; e-learning and digital competencies; digital marketing and artificial intelligence; e-finance and digital assets; digital marketing and data analytics; digital economy; online session.
