

1. Record Nr.	UNINA9910770276203321
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Titolo	Integral Communication and Digital Identity // edited by Ozren Rafajac, Alen Jakupovi
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Palgrave Macmillan, , 2024
ISBN	9783031474606 9783031474590
Edizione	[1st ed. 2024.]
Descrizione fisica	1 online resource (247 pages)
Altri autori (Persone)	JakupoviAlen
Disciplina	302.35
Soggetti	Communication in organizations User interfaces (Computer systems) Human-computer interaction Organizational and Strategic Communication User Interfaces and Human Computer Interaction
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Introduction to Integral Communication -- The Power of Integral Networking -- Integral Communication Framework: Mapping, Tagging and Digital Identity -- Perspective of Integral Communication: The IoT Ecosystem.
Sommario/riassunto	This book explains how taxonomy can be used to describe and connect social actors in an integral way. Integral communication refers to a specific way of open information exchange which uses all qualities and preferences of subjects in conversation and allows anonymous feedback exchange, which enhances trust, learning and development. The role of integral communication is to promote perceptiveness, collaboration, personal development, and organizational learning among all the actors involved. In this book, the authors propose a new original way of digital communication that uses tags and their metadata to describe qualities and preferences of a particular node in the network. Although most social networks, sharing platforms and e-government frameworks are already applying taxonomies and social tagging to define user identity, none of them is focused on tags

exclusively, while within an integral communication framework they represent the basic element of user definition and networking. In addition, other social platforms rarely allow anonymous feedback exchange, and they are usually not focused on the personal development of their end-users. Aside from helping actors present their attributes and preferences, integral communication promotes teamwork, sustainability, trust, organisational learning, and personalized communication with AI machines. After reading this book, readers will learn how to harness the power of integral networking and understand why anonymous feedback is a critical element for learning and development. Ozren Rafajac is an assistant professor at the University of Rijeka, Croatia, where he teaches e-business and cloud computing and a professor at the Polytechnic of Rijeka, Croatia, where he teaches sales management, HR management, business communications and digital marketing. He has worked on several EU-funded projects. His research interests focus on HR management, organisational intelligence, e-collaboration, communication, tourism, organisational development and leadership. Alen Jakupovi is a professor at the Polytechnic of Rijeka, Croatia, where he teaches several courses in programming and project design. His scientific and professional interests include metrics and methods for information systems development, artificial intelligence, intelligent systems development, information and business systems dependability and ICT in education.
