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Autore	Singh Nitish
Titolo	Localization strategies for global e-business // Nitish Singh [[electronic resource]]
Pubbl/distr/stampa	Cambridge : , : Cambridge University Press, , 2012
ISBN	1-139-19974-9 1-107-22809-3 1-280-56842-9 9786613598028 1-139-20565-X 0-511-92022-9 1-139-20346-0 1-139-20644-3 1-139-20205-7 1-139-20486-6
Descrizione fisica	1 online resource (xiv, 331 pages) : digital, PDF file(s)
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Disciplina	658.8/72
Soggetti	Electronic commerce International trade Business networks Internet marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 05 Oct 2015).
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Localization Strategies for Global E-Business; Title; Copyright; CONTENTS; FIGURES; TABLES; PREFACE; ILLUSTRATION CREDITS AND ACKNOWLEDGEMENTS; 1 Global e-commerce opportunities and challenges; Global e-commerce opportunities; Economies of scale; Economies of scope; Global commercial collaborative alliances; Electronic brokerage effect; Global e-commerce challenges; Socio-cultural environment; Impact of language and culture on website and content design; Spatial orientation; Navigation; Translation equivalence; Country-specific symbols; Geopolitical environment; Legal environment TransactionsContracts; Jurisdiction; Privacy laws; Intellectual property:

copyright, domain, trademarks, patents; EU regulations; Action plan for EU compliance; Economic environment; Logistics; Payment methods; Conclusion; 2 International e-business expansion and market entry strategies; The new multinationals; Elimination of intermediaries; Transportation costs; Information asymmetry; Less reliance on physical infrastructure; Bureaucratic hurdles; Lowering of transaction costs; International e-business strategic factor markets; Internet-based strategic factor markets  
 Alliance- or network-based e-business strategic factor markets  
 Network externalities; Network externalities; Location-based e-business strategic factor markets; Internationalization challenges; Liability of foreignness; Liability of outsidership; Cultural distance; Psychic distance; Institutional distance; Internationalization approaches; The Uppsala internationalization model; The "born global" concept; The network model of internationalization; Achieving international e-business expansion; International shipping; Country market/language; Incremental approach; Web analytics  
 Country market assessment  
 Foreign market entry modes; Indirect exporting; Export management company (EMC); Export agent; Direct exporting; Licensing and franchising; Joint ventures (JVs); Mergers and acquisitions; Strategic alliances; Wholly owned subsidiaries; 3 Global online consumer segmentation; Segmentation approaches; Importance of segmentation; Global online user segments; BRIC online consumers; Brazil: online consumers; Russia: online consumers; India: online consumers; China: online consumers; Identifying global customers using global CRM; Segmenting global customers  
 Customizing for global customers  
 Managing global customers; International CRM practices; CRM success factors; Segmentation for optimizing web localization efforts; Global and national identity; Global online consumer segmentation model; Patriots; World citizens; Glocals; Mini-I; Global consumer trends; Conclusion; 4 Web globalization strategies; Web globalization challenges; Web globalization dilemma 1: standardization or localization?; Advantages of standardization; Importance of localization strategy; Localization best practices; Product localization; Price localization; Place localization  
 Localizing translations

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## Sommario/riassunto

The acceleration of globalization and the growth of emerging economies present significant opportunities for business expansion. One of the quickest ways to achieve effective international expansion is by leveraging the web, which allows for technological connectivity of global markets and opportunities to compete on a global basis. To systematically engage and thrive in this networked global economy, professionals and students need a new skill set; one that can help them develop, manage, assess and optimize efforts to successfully launch websites for tapping global markets. This book provides a comprehensive, non-technical guide to leveraging website localization strategies for global e-commerce success. It contains a wealth of information and advice, including strategic insights into how international business needs to evolve and adapt in light of the rapid proliferation of the 'Global Internet Economy'. It also features step-by-step guidelines to developing, managing and optimizing international-multilingual websites and insights into cutting-edge web localization strategies.

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2. Record Nr.	UNINA9911049199303321
Autore	Sampson Demetrios G
Titolo	Teaching and Learning in the Generative Artificial Intelligence Age // edited by Demetrios G. Sampson, Pedro Isaías, Dirk Ifenthaler
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Springer, , 2025
ISBN	3-032-05817-1
Edizione	[1st ed. 2025.]
Descrizione fisica	1 online resource (340 pages)
Collana	Cognition and Exploratory Learning in the Digital Age, , 2662-5636
Disciplina	371.33
Soggetti	Educational technology Teaching Educational psychology Digital Education and Educational Technology Pedagogy Educational Psychology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Part I: Teaching & Learning With Generative Artificial Intelligence. Chapter1. Teaching Like Socrates: The Timeless Art Of Questioning For Fostering Creative Thinking In The Ai Era (Dr Panagiotis Kampylis) -- Chapter2. Enhancing Artistic Education With Ai: The Hamlet Workshop (Franco Ripa Di Meana, Andrea Guidi, Alberto Giretti, Massimo Vaccarini, Matteo Zambelli And Dilan Durmus) -- Chapter3. Empowering Teachers To Integrate Ai: Developing An Llm-Based Copilot (Sabine Seufert And Stefan Sonderegger ) -- Chapter4. Using Large Language Models For Academic Writing Instruction: Conceptual Design And Evaluation Of The Socrat Project (Lukas Spirgi And Sabine Seufert ) -- Chapter5. Leveraging Chatgpt For Automated Knowledge Concept Generation (Tianyuan Yang, Baofeng Ren, Chenghao Gu, Boxuan Ma And Shin'ichi Konomi) -- Chapter6. Large Language Model Detuning In Learning Content Understanding (Tsubasa Minematsu And Atsushi Shimada) -- Chapter7. Exploring Student Perception And Interaction Using Chatgpt In Programming Education (Boxuan Ma, Li Chen And Shin'ichi Konomi ) -- Chapter8. Generating Explanatory Texts On Relationships Between Subjects And Their Positions In A

Curriculum Using Generative Ai (Ryusei Munemura, Fumiya Okubo, Tsubasa Minematsu, Yuta Taniguchi And Atsushi Shimada) -- Chapter9. Designing Structured Reflections For Guiding Learners' Interactions With Generative Ai (Rwitajit Majumdar, Daevesh Singh And Mei-Rong Alice Chen) -- Chapter10. Implementation And Evaluation Of A Chatbot In A Business Course In Higher Education (Pedro Isaias, Tania Hoque And Paula Miranda) -- Chapter11. Ai-Assisted Enhancing Of Gender Awareness Through Reading Comprehension In History And Literature Courses Of Anglophone Cultures (Ivana Pondelíková And Jana Luprichová) -- Part Ii: Teaching & Learning Beyond Generative Artificial Intelligence. Chapter12. The Effects Of Politeness In Shaping Discourse In Online Debates (Allan Jeong And Ming Ming Chiu) -- Chapter13. Measuring Computational Thinking – Developing A Short Performance Test For Higher Education (Josef Guggemos, Roman Rietsche, Stephan Aier, Jannis Strecker And Simon Mayer) -- Chapter14. Evidence-Based Content Design And Validation For Cybersecurity Games (Nicolai Plintz And Dirk Ifenthaler) -- Chapter15. Relationship Between Mathematical Problem-Solving Skills And Asynchronous Collaboration In Digital Learning Environments (Alice Barana, Marina Marchisio Conte And Sara Omegna) -- Chapter16. An Empirical Study On The Impact Of Immersive Virtual Reality On Enhancing Intercultural Sensitivity (Mahnaz Moallem And Folashade Agbolade) -- Chapter17. Dynamics Of Students' Affective States And Video Interactions While Watching Educational Videos (Burçak Aydın, Gökhan Akçapnar, Vildan Özeke And Mohammad Nehal Hasnine) -- Chapter18. Relationship Between Mathematical Problem-Solving Skills And Asynchronous Collaboration In Digital Learning Environments (Alice Barana, Marina Marchisio Conte And Sara Omegna) -- Chapter19. E-Tutorial Use And Students' Epistemic And Achievement Learning Emotions (Dirk Tempelaar).

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#### Sommario/riassunto

This book brings together contributions from prominent researchers investigating the changes in teaching, learning, and assessment with and beyond generative artificial intelligence (GenAI). These chapters represent a variety of research themes and approaches, offering insights into how GenAI is adopted in different educational practices, identifying opportunities and challenges in this rapidly developing field. The volume extends selected presentations from the Cognition and Exploratory Learning in the Digital Age (CELDA 2024) conference, contributing valuable insights for educators, researchers, and policymakers navigating an increasingly AI-driven educational landscape.

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