

1. Record Nr.	UNINA9910412121803321
Autore	Johnson Kenneth
Titolo	Proceedings of the 12th IEEE/ACM International Conference on Utility and Cloud Computing // Kenneth Johnson [and three others]
Pubbl/distr/stampa	New York, NY : , : Association for Computing Machinery, , 2019
Descrizione fisica	1 online resource (295 pages)
Disciplina	006
Soggetti	Web services
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	<p>We are honored to welcome you to the 12th IEEE/ACM International Conference on Utility and Cloud Computing (UCC 2019) on behalf of the technical program committee. As a well-established and selective conference, UCC attracts many high-quality submissions. This year, we received a total of 96 submissions of full papers, from which 84 went through to the review phase after a prescreening phase. We are sincerely thankful to the TPC members and external reviewers, who have worked hard under a very tight schedule to provide a total of 316 review reports that culminated in the selection of 28 full papers, resulting in a 29.2% acceptance rate for the main track of the UCC conference. The commitment, technical skills, and professionalism of the 82 TPC members and 51 sub-reviewers, spanning 24 countries, are crucial to the high-quality program we are used to see in UCC. Once again, we sincerely thank all our TPC members for their hard work and feedback provided to the authors. We would like to give a special thanks to all authors of submitted papers, from 25 different countries spanning 6 continents, reflecting the great community brought together by the research around cloud and utility computing. We received 39% of submissions from Europe, 21% from Asia, 15% from Northern America, 14% from Australia, 9% from Southern America, and 2% from Africa. The resulting high-quality program includes several topics, ranging from infrastructure and networking to software design aspects, passing through resource management and scheduling all the</p>

way to the very important topics including security as well as newly appearing hot topics such as edge and fog computing and Internet of Things. The quality of the program you will experience during the next 4 days of conference is only mirroring the dedication and enthusiasm of these researchers in preparing their contribution for submission to UCC. We deeply acknowledge their efforts!

2. Record Nr.	UNINA9910785389103321
Autore	Siegemund Carsten
Titolo	Blue Ocean Strategy for small and mid-sized companies in Germany [[electronic resource]] : development of a consulting approach // Carsten Siegemund
Pubbl/distr/stampa	Hamburg, : Diplom.de, 2008
ISBN	3-8366-1477-4
Descrizione fisica	1 online resource (85 p.)
Disciplina	658.46 658.8/02
Soggetti	Marketing - Germany
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from cover.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Blue Ocean Strategy for small and mid-sized companies in Germany Development of a consulting approach; Table of contents; I Preface; II Acknowledgement; 1. Introduction; 2. Market Theory and Business Strategies; 3. Why does Industries Named Red Oceans?; 4. Blue Ocean Strategy; 5. Small and Medium-Sized Enterprises in Germany; 6. Consulting Approach Based on Value Innovation; 7. Conclusion; III Bibliography; IV Appendices
Sommario/riassunto	Why does 'value innovation' play an important role for small and medium-sized enterprises (SMEs)? Innovation, besides imitation, is the foundation to conduct business and produce goods and services. Each company needs at least at one point or another during its lifecycle innovation to stay competitive within a market. Its importance increases throughout time because of new companies accessing existing domestic markets by overcoming the market barriers and the

international integration of markets for global trading. Aside the well-known forms of innovation, a new type called 'value innovation'