1. Record Nr. UNINA9910838287903321 Autore Sakas Damianos P Titolo Computational and Strategic Business Modelling: IC-BIM 2021, Athens, Greece Pubbl/distr/stampa Cham:,: Springer International Publishing AG,, 2024 ©2024 **ISBN** 3-031-41371-7 Edizione [1st ed.] Descrizione fisica 1 online resource (641 pages) Collana Springer Proceedings in Business and Economics Series Altri autori (Persone) Nasiopoulos Dimitrios K TaratuhinaYulia Disciplina 658.47 Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Intro -- Preface: 9th International Conference on Business Intelligence Nota di contenuto and Modelling (IC-BIM) -- Aims and Scope of the Conference -- Topics -- Paper Peer Review -- Thanks -- Conference Details -- Chairs --Scientific Committee -- Organizing Committee -- Invited Speakers --Contents -- Part I Digital Marketing and Human Behavior (oo ó) -- Decentralized Payment Networks Digital Marketing Campaigns' Evaluation Through Estimating Web Page Factors -- 1 Introduction -- 2 Related Background -- 3 Methodology -- 4 Results -- 5 Diagnostic Model -- 6 Dynamic Model -- 7 Conclusions -- 8 Practical Implications -- References -- Modeling Decentralized Payment Services' Digital Marketing Performance Through Webpage Auditing Strategy -- 1 Introduction -- 2 Related Background -- 3 Methodology -- 4 Results -- 5 Diagnostic Model -- 6 Predictive Model -- 7 Conclusions -- 8 Practical Implications --References -- Airlines' Low-Demand Risk Management Implications of COVID-19 Crisis-Induced Immobility Utilizing Big Data -- 1 Literature Review -- 1.1 COVID-19 Effect on Airlines' Websites' User Engagement Metrics -- 1.2 Big Data and the Aviation Sector -- 2 Materials and Methods -- 2.1 Problem Formulation and Research

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