

1. Record Nr.	UNINA9910983039503321
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Titolo	Artificial Intelligence in Internet of Things (IoT): Key Digital Trends : Proceedings of 8th International Conference on Internet of Things and Connected Technologies (ICIoTCT 2023) / / edited by Frank Lin, David Pastor, Nishtha Kesswani, Ashok Patel, Sushanta Bordoloi, Chaitali Koley
Pubbl/distr/stampa	Singapore : , : Springer Nature Singapore : , : Imprint : Springer, , 2025
ISBN	981-9757-86-X
Edizione	[1st ed. 2025.]
Descrizione fisica	1 online resource (470 pages)
Collana	Lecture Notes in Networks and Systems, , 2367-3389 ; ; 1072
Altri autori (Persone)	PastorDavid KesswaniNishtha PatelAshok BordoloiSushanta KoleyChaitali
Disciplina	621.382
Soggetti	Telecommunication Computational intelligence Internet of things Wireless communication systems Mobile communication systems Communications Engineering, Networks Computational Intelligence Internet of Things Wireless and Mobile Communication
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	This book is a collection of high-quality research papers presented at 8th International Conference on Internet of Things and Connected Technologies (ICIoTCT 2023), held at National Institute of Technology (NIT), Mizoram, India, during 29–30 September 2023. This book presents recent advances on IoT and connected technologies. This book is designed for marketing managers, business professionals, researchers, academicians, and graduate-level students seeking to

learn how IoT and connecting technologies increase the amount of data gained through devices, enhance customer experience, and widen the scope of IoT analytics in enhancing customer marketing outcomes.
