

1. Record Nr.	UNINA9910793788303321
Autore	Bertz Katharina
Titolo	Akkulturationsmodelle in der aktuellen Forschung : Metaanalyse neuester wissenschaftlicher Studien über Akkulturation / / Katharina Bertz
Pubbl/distr/stampa	Stuttgart : , : Ibidem-Verlag, , 2012
ISBN	3-8382-6126-7
Descrizione fisica	1 online resource (100 pages) : illustrations
Collana	Kultur, Kommunikation, Kooperation ; ; Band 4
Disciplina	303.482
Soggetti	Acculturation
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910983075703321
Autore	Bach Tobji Mohamed Anis
Titolo	Digital Economy. Emerging Technologies and Business Innovation : 9th International Conference on Digital Economy, ICDEc 2024, Rabat, Morocco, May 9–11, 2024, Proceedings, Part II // edited by Mohamed Anis Bach Tobji, Rim Jallouli, Hicham Sadok, Kaltoum Lajfari, Driss Mafamane, Houda Mahboub
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Springer, , 2025
ISBN	9783031763687 3031763688
Edizione	[1st ed. 2025.]
Descrizione fisica	1 online resource (379 pages)
Collana	Lecture Notes in Business Information Processing, , 1865-1356 ; ; 531
Altri autori (Persone)	JallouliRim SadokHicham LajfariKaltoum MafamaneDriss MahboubHouda
Disciplina	381.142
Soggetti	Electronic commerce Business information services Application software Education - Data processing Telemarketing Internet marketing e-Commerce and e-Business IT in Business Computer and Information Systems Applications Computers and Education Digital Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Application of Machine Learning for Business -- Application of Machine Learning Methods to Assess Player Skills via Business Simulation Logs -- Modeling funding decision of industrial projects using boosting

machine learning algorithms -- A Sentiment Analysis Approach for Hotels Rating -- Digital Technologies and Innovative Management -- Application of Blockchain to Human Resources Management -- Predicting Turnover Tendency of Candidates/Employees Based on Personality Assessment Tests A Data Driven Approach -- Why embrace augmented reality beauty Filters? Delving into young women's motivations -- Social Networks and Information Technologies -- Marketplace Platforms Towards a New Taxonomy -- Comparative analysis of clinical terminology servers a quest for an improved solution -- A payment architecture for decentralized data spaces based on Gaia X -- Modelling a patient identifier system in the Estonian National Health Information System -- Digital Economy in Emerging Countries -- ICT and the Digital Divide Analyzing ICT Indicators in Morocco Using PCA -- Technological digitalization model for medium sized pig farms in Mexico -- Analysis of the relationship between innovation, digitalization, and economic growth in North African countries -- Unveiling the dynamics Global Innovation Index and digital technologies corporate sophistication in emerging country institutions -- Mobile Banking and Digital Assets -- Evaluating the Role of Mobile Money in Alleviating Liquidity Deficit -- Diagnosing Mobile Banking Applications to Optimize User Experience and Engagement Method, Features and Recommendations -- The impact of internet banking adoption on the profitability of the banking industry evidence from Morocco -- Examining the impact of Bitcoin price volatility on stock markets a comparative analysis between ARDL and NARDL approaches -- Online Session -- When the artificial revolutionizes the reality Focus on this new trend of Virtual Influencers -- Search Engine Gender Bias Cross Cultural Analysis -- Delving into the Shadows of Artificial Intelligence in Green Marketing.

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#### Sommario/riassunto

This book constitutes the proceedings of the 9th International Conference on Digital Economy, ICDEc 2024, held in Rabat, Morocco, during May 9-11, 2024. The 43 full papers were carefully reviewed and selected from 117 submissions. They were categorized under the topical sections as follows: Part I: Digital Transformation, Digital Economy and Investment, Artificial Intelligence and E-learning, E-commerce and Social Media Marketing, Exploring the Nexus of Digital and Sustainable Economies in Developing States and Digital Business Models. Part II: Application of Machine Learning for Business, Digital Technologies and Innovative Management, Social Networks and Information Technologies, Digital Economy in Emerging Countries Mobile Banking and Digital Assets, Online Session.

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