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Altri autori (Persone)	JallouliRim SadokHicham LajfariKaltoum MafamaneDriss MahboubHouda
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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
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Nota di contenuto	Digital Transformation -- Advancements and Challenges in AI Applications for B2C Retail Promotions Unveiling a Socio Technical Framework for Computer Vision Technologies and Generative

Adversarial Networks -- Unravelling the adoption of digital technologies by European SMEs -- Successful Digital Transformation Observations on Digital Maturity, Technology and Logistics in Multiple Industries -- Digital Economy and Investment -- Defining Digital Platforms A Systematic Literature Review -- Digital Economy and Digital Maturity A Comprehensive Review -- Digital investment and firm performance evidence from Moroccan companies -- The nature of the relationship between Digital Financial Inclusion Index and China's Regional Economic Growth GMM-system empirical evidence -- Artificial Intelligence and E-learning -- Potential of Artificial Intelligence in Education A Practical Case Study at Mohammed V University Rabat -- Construction of Knowledge with Strategies Enabled by Generative Artificial Intelligence -- Students' Perceptions of Barriers in Four Teaching Formats a Quantitative Study -- Investigating the Higher Student's Acceptance of E Learning in Universities An Application of UTAUT Model -- E-commerce and Social Media Marketing -- Content and Review Platform Engagement of End Users and Local Businesses an Explorative Analysis based on Google Maps Data -- The effect of product innovativeness on online consumer engagement through the mediating role of intrinsic motivation and ewom -- Does Religiosity Matter An Indonesian Experience in Building Awareness and Developing Sharia E Commerce -- Unlocking Success in Social Media Across the Customer Journey An Integrated Marketing Communication Perspective -- Exploring the Nexus of Digital and Sustainable Economies in Developing States -- Digitalization and Shadow Economy A Literature Review -- The impact of Green Innovation on Green Growth in the era of digitalization Evidence from EU countries -- Is there a relationship between shadow economy, digitalization, and sustainable development Insights from a national and regional bibliometric analysis -- Digital Business Models -- Exploring Customer Acceptance of Smart Stores An Advanced Model Approach -- Bibliometric analysis and network mapping on Mobile Technologies in the area of marketing: Emerging topics and research agenda -- Catalysts driving the integration of artificial intelligence (AI) in project management an in depth exploration with a focus on the Moroccan context -- Integrating Advanced Mobility Services in Federated Data Spaces An Exploration of Organizational Roles.

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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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