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Autore	Alareeni Bahaaeddin
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Transnational Enterprises and Foreign Direct Investment (FDI) Inflows on GDP per Capita: Evidence from China -- Effectiveness of Social Emotional Learning Intervention on the Well-being of School-going Adolescents -- The Study on the Role of Emotional Intelligence on Small-Scale Entrepreneurs in the Current Uncertain Business Environment -- “An Assessment of Impact of Content Marketing on Customer Satisfaction” -- “An Assessment of Impact of YouTube Haul Videos on Generation Z Purchase Decisions”.

#### Sommario/riassunto

This book examines how organizations across industries are responding to the accelerating pace of technological change, leveraging disruption as a catalyst for growth and competitive advantage. The digital revolution is not merely transforming business operations, it is fundamentally redefining the nature of innovation. Featuring a diverse collection of research, case studies, and expert insights, this book delves into the intersection of digital technologies and business innovation. From artificial intelligence and data analytics to automation and smart platforms, it highlights how emerging tools are driving bold strategies, enhancing customer experiences, and reshaping entire markets. What You'll Discover: Key drivers of digital disruption in today's business environment Innovative responses to change across diverse sectors Practical frameworks for leading digital transformation Insights into technology-enabled value creation and agility Research-backed strategies for sustainable, innovation-led growth Designed for executives, scholars, entrepreneurs, and policymakers, this book offers the perspectives and tools needed to understand disruption, harness opportunity, and lead in the new technological era.