1. Record Nr. UNICAMPANIASUN0131247

Titolo Textbook of Aging Skin / Miranda A. Farage, Kenneth W. Miller, Howard

I. Maibach editors

Pubbl/distr/stampa XLVII, 2200 p., : ill.; 24 cm

Edizione [Berlin : Springer, 2017]

Descrizione fisica Pubblicazione in formato elettronico

Lingua di pubblicazione Inglese

Formato Materiale a stampa

Livello bibliografico Monografia

Record Nr. UNINA9911035161103321

Autore Alareeni Bahaaeddin

Titolo The Digital Edge: Transforming Business Systems for Strategic Success :

Volume 2 / / edited by Bahaaeddin Alareeni

Pubbl/distr/stampa Cham:,: Springer Nature Switzerland:,: Imprint: Springer,, 2025

ISBN 9783031952807

Edizione [1st ed. 2025.]

Descrizione fisica 1 online resource (1506 pages)

Collana Studies in Systems, Decision and Control, , 2198-4190 ; ; 604

Disciplina 620

Soggetti Engineering mathematics

Engineering - Data processing Computational intelligence Business - Data processing

Mathematical and Computational Engineering Applications

Computational Intelligence Business Informatics

Lingua di pubblicazione Inglese

Formato Materiale a stampa

Livello bibliografico Monografia

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-saving in UTAUT model for drones for delivery -- 3. Economic Burdens Associated with Availing Mental Health Services: A Data Driven Analysis -- 4. Factors affecting students' recommendation intention and brand love to higher education institutions -- 5. How Political Instability Affects Tax Evasion Behavior Among Self-Employed Individuals: A Libyan Case Study -- 6.Interconnection Between Property and Equity in Malaysia: A Preliminary Analysis -- 7. The mediating role of perceived content quality in the relationship between intrinsic religious orientation and customer's satisfaction -- 8.Employment, Labor Force & Productivity Growth– Bangladesh, India, Pakistan & China -An Asian story of how Labor Landscape is evolving -- 9. Social Marketing Effects on Society Behavior During Pandemic: A focus Social Media -- 10. Measuring the customer experience based on the natural language processing technique of Long Chau Pharmacy Apps on the App Store and Google CH Play -- 11. Exploring the Impact of Student Delight and Engagement on Academic Achievement: A Study of Holistic Learning Experiences... -- 80.Advancing HR Decision-Making: Insights from A Decade of Human Resource Analytics Research -- 81.Identifying Key Predictors of ICT Volunteering Behavior: A Focus on Motivational and Technological Drivers -- 82. Descriptive Analysis Social Well-being of Asnaf Students in Higher Education Institution -- 83. Navigating the Issues and Challenges of Accountants' AML Compliance in Malaysia --84. The Student as Manager: An Al-Driven Paradigm Shift in Business Education -- 85. Artificial Intelligence and Accounting Education: A Pathway to Achieving SDGs in Malaysia -- 86. Analysing the Evolution of Islamic Stock Market: A Bibliometric Approach87Does Service Quality, Satisfaction and Trust Lead to Students' Loyalty in Open Distance Learning Higher Education? -- 88. Estimating Tourism Revenue through Visitors' Spending: Segmentation Approach Using Decision Tree Analysis -- 89. Examining the Macroeconomic Effects on Household Debt in Malaysia -- 90. The Aftermath of Institutional Rehabilitation: The Malaysian Government's Expectations for the Reintegration of Ex-Child Offenders -- 91.Integrating UTAUT and ECM to Predict Acceptance and User Continuance of Crowdsourcing Platforms: An ACU Model -- 92. Examining the Impact of Personalised Al Language (PAL) Tools on Self-Efficacy in Language Learning to Attain Quality Education (SDG 4) -- 93.PERSPECTIVE OF COVID-19: THE MEDIATING EFFECT OF INTENTION ON ZAKAT COMPLIANCE BEHAVIOUR.

Sommario/riassunto

This book aims to provide a comprehensive examination, analysis, and reflection on digitalization strategies, technologies, and management practices that drive successful digital transformation, in addition to the challenges encountered. Digital transformation is fundamentally transforming the landscape of business systems, driving innovation and efficiency within businesses. Topics included are cloud computing, Big Data analytics, Internet of Things (IoT), robotic process automation (RPA), and digital twin technology. This book will also address the leadership strategies, organizational culture, and change management process necessary to facilitate digital transformation. Case studies across industries will highlight successful digital transformation efforts ad common pitfalls. This book is designed for business leaders, managers, and researchers interested in leveraging digital transformation for sustained competitive advantage.