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Soggetti	Electronic commerce Business information services Application software Telemarketing Internet marketing Artificial intelligence Data protection e-Commerce and e-Business IT in Business Computer and Information Systems Applications Digital Marketing Artificial Intelligence Data and Information Security
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	-- Digital Governance and Public Policy. -- Digital transformation in the public sector: Unlocking trends, opportunities and governance insights. -- In search of the nature of the relationship between digitalization and economic growth: An approach to the case of African countries. -- Governance and digitalization: Exploring the impact of e-government development on sustainability metrics. -- Enhancing governance: How secure internet servers drive anti-corruption and strengthen government effectiveness. -- Cross-Domain AI

Innovations: From Autonomous Systems to Health and Finance. -- Cost-efficient AI for Alzheimer's detection: A dynamic dropout approach for e-health. -- Mental health resource retrieval using semantic similarity and knowledge graphs. -- Enhancing financial sentiment analysis with FinBERT and RoBERTa: A fine-grained approach to market predictions. -- Comparative analysis of reinforcement learning algorithms for autonomous driving in simulated 2D environments: Optimizing reward functions and hyperparameters. -- Social Media, Responsibility and Digital Leadership. -- Exploring travelers' brand personalities on social media. -- Should credit applications always be humanized? An analysis of the Moroccan credit market. -- Social responsibility and its relationship with innovation and technology in SMEs in Arequipa, Peru. -- Digital leadership and its link to digital performance in MSME employees in Arequipa, Peru: The mediating effect of human resource management and dynamic capabilities. -- Informal Markets and Platform Economies. -- Value creation in marketplace platforms: A business model approach. -- Digital technologies and informal market transactions: Who buys and what drives their choices?. -- Mapping carpooling research: A bibliometric insight. -- Shadow economies in the digital age: A LASSO approach to measuring the impact of digitalization on informality in central and eastern European countries. -- AI-Driven Insights and Next-Gen Marketing Analytics. -- Neuromarketing implications on purchase decisions: A bibliometric analysis. -- The globalization of online fandom: Understanding ACG fans' motivations in the entertainment market. -- Using generative AI in communication agencies: Insights from a multiple-case study. -- Mirror, mirror... Am I the fairest of them all? Smart mirror between frustration and pleasure. -- Digital Transformation in Finance: Taxation, Payment Resilience, and E-Finance Trends. -- Digitizing taxation in the age of digital transformation - A bibliometric analysis. -- The resilience of cash in the face of digital payments: Exploring determinants in the Moroccan context. -- Mapping the intellectual landscape of e-finance in the era of digital economy and society. -- Pegged digital currencies: How resilient are they in economic turmoil. -- Trust, Privacy and Security in the Digital Economy. -- Building trust in data spaces: A systematic review of perspectives, definitions, and mechanisms. -- Balancing privacy and utility in social media: A framework for platform specific privacy-enhancing technologies and regulations. -- A method for visualizing the dynamic characteristics of economic time series data. -- Measuring LLMs cultural bias in corruption inclination. -- Smart Infrastructure and AI Readiness. -- Measuring AI adoption readiness in the digital era: A composite index approach with PLS and PCA. -- Need for speed, or for digital skills? Broadband development and firm dynamics in Germany. -- Implementing smart public spaces in developing countries- Challenges and opportunities: Case study of Tunisia.

Sommario/riassunto

This book constitutes the proceedings of the 10th International Conference on Digital Economy, ICDEc 2025, held in Tunis, Tunisia, during May 15-17, 2025. The 31 full papers presented in this volume were carefully reviewed and selected from 94 submissions. They were organized in the following topical sections: Digital Governance and Public Policy; Cross-Domain AI Innovations: From Autonomous Systems to Health and Finance; Social Media, Responsibility and Digital Leadership; Informal Markets and Platform Economies; AI-Driven Insights and Next-Gen Marketing Analytics; Digital Transformation in Finance: Taxation, Payment Resilience, and E-Finance Trends; Trust, Privacy and Security in the Digital Economy; and Smart Infrastructure

and AI Readiness.
