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Nota di contenuto	Chapter 1: Advanced Technologies in Business: An Overview of the Art and Fiction of their Societal Impact Shahriar Akter, Afnan Hossain, Helene Yildiz, Giannis Theofanous, Demetris Vrontis and Alkis Thrassou -- Chapter 2: University-Industry Collaboration in Digital Innovation Wave: Croatian Academic Perspective Danijel Carev -- Chapter 3: The Impact of Artificial Intelligence on Sport Events: The Case of the New Olympic AI Agenda Mario Nicoliello -- Chapter 4: Digital Transformation and Sustainable Business Models: A View from the Portuguese Fashion Industry Isabela Casares Araújo and José Carlos M. Rodrigues de Pinho -- Chapter 5: Virtual Bites, Real Impact: Navigating the Metaverse for Carbon-Neutral Gastronomic Tourism Subhra Mondal, Subhankar Das and Vasiliki G. Vrana -- Chapter 6: Understanding Contemporary Research on Digital Virtual Consumption: A Systematic Literature Review Adrian Kristiansen, Anastasiya Henk and Frank Lindberg -- Chapter 7: Transforming Destination Management: A Dynamic Capabilities Approach to Addressing Overcrowding with Metaverse Technologies Nansy Kouroupi, Theodore Metaxas and Diamantis Dimitrios -- Chapter 8: The Influence of Technology on the Experience of Mature Cruise-Travelers: Innovation, Strategy and Sustainability Odyssia Odysseos, George Panayiotou, Yianna

Orphanidou and Leonidas Efthymiou -- Chapter 9: Capturing Value in the Metaverse: A Systematic Literature Review of Business Models in AR And VR Nico Kantas, Yousof Alsatom and Dennis Schlegel -- Chapter 10: Is the Rise of AI in the Metaverse a Way to Make the Fashion Industry More Sustainable? Michelle Grillo and Sabrina Bonomi -- Chapter 11: Digital Twins as a Driver of Creativity Alena Valtonen and Mira Holopainen -- Chapter 12: The Metaverse in European Education: A Systematic Review of Challenges to Conventional Learning and Privacy Regulations Asegul Hulus -- Chapter 13: The Implementation of Digital Transformation in the Greek Forest Services Aikaterini Liaskopoulou, Ioannis Papadopoulos and Demetris Vrontis.

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#### Sommario/riassunto

This two-volume work explores how advanced, technologically orientated business research aims to foster organizational and industry evolution, along with sustainable progress of enduring societal implications. As businesses increasingly embrace transformative technologies, their profound and far-reaching societal consequences necessitate a cross-disciplinary scientific approach coupled with an artistic and imaginative lens. Against this backdrop, authors in this book navigate the intricate web of impacts on employment and leadership, business model innovation, advanced data driven decision making, digital transformation, data ecosystems and analytics, AI-led e-commerce and branding, and virtual reality, in an array of geographic regions and industries. This second volume explores the role of advanced business technologies in industry and policy, elucidating also the art and fiction of their societal impact, while the first volume investigates their strategic, managerial and marketing impacts. Shahriar Akter is a Professor of Analytics & Innovation and the Associate Dean of Research at the Faculty of Business & Law at UOW, Australia. Md Afnan Hossain is a Lecturer in Business Analytics at the Adelaide Business School, University of Adelaide, Australia. Hélène Yıldız is a Professor in Management and Management Sciences, specializing in digital marketing strategy at the University of Lorraine, within the IUT Henri Poincaré in Longwy, France. Demetris Vrontis is the Vice Rector for Faculty and Research and a Professor of Strategic Marketing Management at the University of Nicosia, Cyprus. Alkis Thrassou is a Professor of Strategic Marketing at the University of Nicosia, Cyprus, and Director of Gnosis Mediterranean Institute for Management Science.

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