

1. Record Nr.	UNISA996280853803316
Titolo	2014 Loughborough Antennas and Propagation Conference (LAPC) : 10-11 November 2014 in Burleigh Court International Conference Centre, Loughborough University, United Kingdom / / Institute of Electrical and Electronics Engineers
Pubbl/distr/stampa	Piscataway, New Jersey : , : IEEE, , 2014
ISBN	1-4799-3662-6
Descrizione fisica	1 online resource (755 pages) : illustrations
Disciplina	551.527
Soggetti	Radio wave propagation
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	LAPC 2014, celebrating its 10 year anniversary, covers all topics related to the fields of antennas and propagation Topics of interest include, but are not limited to Antenna design & theory Indoor, outdoor and ionospheric propagation Filters, phase shifters, switches, feeds and matching networks for antennas Biomedical applications of antennas and Specific Absorption Rate Metamaterials, Electromagnetic bandgap materials & Frequency selective surfaces Computational and numerical techniques antenna measurements and techniques near fields and coupling Energy harvesting On body antennas and channels Small, mobile, reconfigurable, vehicular, smart, dielectric resonator, array, multi band, RFID antennas Emerging antenna & propagation trends.

2. Record Nr.	UNINA9911016068503321
Autore	Bagozzi Richard P
Titolo	Foundations of Consumer Behavior : Insights from Cross-Cultural Contexts / / by Richard P. Bagozzi, Attila Yaprak
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Palgrave Macmillan, , 2025
ISBN	3-031-93185-8
Edizione	[1st ed. 2025.]
Descrizione fisica	1 online resource (239 pages)
Collana	International Marketing and Management Research, , 2662-8554
Altri autori (Persone)	YaprakAttila
Disciplina	658.8342
Soggetti	Marketing Diversity in the workplace International business enterprises Cross-Cultural Management International Business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Chapter 1. Introduction: Foundations of consumer behavior -- Chapter 2. Consumer behavior fundamentals: Attitudes, product attributes, and expectancy value reactions -- Chapter 3. Consumers are emotional, too: the role of emotions in consumer behavior -- Chapter 4: Worldviews: Mindsets and social cognition -- Chapter 5: Consumers' negative dispositions and how they affect purchase choice -- Chapter 6: Consumers' positive dispositions and how they affect purchase choice -- Chapter 7: Evaluating markets and consumers: macro, micro, and cultural analyses -- Chapter 8: Marketing strategy in the international context -- Chapter 9: Evolution of big ideas in consumer behavior -- Chapter 10: Bringing it altogether: consumer behavior models.
Sommario/riassunto	This book delves into the intricate aspects of consumer behavior, exploring constructs such as attitudes, values, and identity through comprehensive literature reviews. It extends this exploration to encompass cross-cultural consumer behavior constructs, including ethnocentrism, cosmopolitanism, affinity, and animosity. The authors argue that consumer behavior often attempts to derive and apply basic

knowledge that applies in various senses to all or nearly all cultures, but at the same time must be qualified by introducing specific aspects of cultures to improve the fit and predictions of general theory. This means introducing in existing theories moderating variables and processes that condition the explanations and forecasts that theory makes with cultural knowledge as needed, as well as at times attempting to derive theories that infuse cultural within the basic psychological and social processes that constitute consumer behavior. Moreover, the text investigates how consumers learn about and adopt new technologies as well as the role of social media and AI in consumer behavior. Bridging consumer behavior and management topics with strategic insights, this work will be of great interest to students and scholars alike who are interested in the role of culture in consumer behavior. Richard P. Bagozzi is Dwight F. Benton Professor of Behavioral Science in Management (Emeritus at the Ross School of Business at the University of Michigan, USA. Attila Yaprak is Professor of Marketing and International Business (Emeritus) at the Mike Ilitch School of Business at Wayne State University, USA.
