

1. Record Nr.	UNINA990001718350403321
Autore	Nevano, Gaetano
Titolo	Il trapianto, fattore di depressione dell' accestimento e, verosimilmente, dello sviluppo e produttività del frumento / Gaetano Nevano
Pubbl/distr/stampa	s.l. : ..., 1937
Descrizione fisica	17 p. ; 26 cm
Disciplina	633.11
Locazione	FAGBC
Collocazione	60 OP. 24/22
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Estr. da: Annali di tecnica agraria, 2, 1937.
2. Record Nr.	UNINA9910455071003321
Autore	Ereshefsky Marc
Titolo	The poverty of the Linnaean hierarchy : a philosophical study of biological taxonomy / / Marc Ereshefsky [[electronic resource]]
Pubbl/distr/stampa	Cambridge : , : Cambridge University Press, , 2001
ISBN	1-107-12040-3 0-521-03883-9 0-511-04605-7 0-511-15437-2 0-511-49845-4 9786610429790 1-280-42979-8 0-511-17443-8 0-511-30229-0
Descrizione fisica	1 online resource (x, 316 pages) : digital, PDF file(s)
Collana	Cambridge studies in philosophy and biology
Disciplina	578/01/2
Soggetti	Biology - Philosophy
Lingua di pubblicazione	Inglese

Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 05 Oct 2015).
Nota di bibliografia	Includes bibliographical references (p. 300-311) and index.
Nota di contenuto	; Part I: The historical turn The philosophy of classification -- A primer of biological taxonomy -- History and classification -- ; Part II: The multiplicity of nature -- Species pluralism -- How to be a discerning pluralist -- ; Part III: Hierarchies and nomenclature -- The evolution of the Linnaean hierarchy -- Post-Linnaean taxonomy -- The future of biological nomenclature.
Sommario/riassunto	The question of whether biologists should continue to use the Linnaean hierarchy has been a hotly debated issue. Invented before the introduction of evolutionary theory, Linnaeus's system of classifying organisms is based on outdated theoretical assumptions, and is thought to be unable to provide accurate biological classifications. Marc Ereshefsky argues that biologists should abandon the Linnaean system and adopt an alternative that is more in line with evolutionary theory. He traces the evolution of the Linnaean hierarchy from its introduction to the present. He illustrates how the continued use of this system hampers our ability to classify the organic world, and then goes on to make specific recommendations for a post-Linnaean method of classification. Accessible to a wide range of readers by providing introductory chapters to the philosophy of classification and the taxonomy of biology, the book will interest both scholars and students of biology and the philosophy of science.

3. Record Nr.	UNISA996464525703316
Autore	Gimpel Henner
Titolo	Market Engineering : Insights from Two Decades of Research on Markets and Information
Pubbl/distr/stampa	Springer Nature, 2021 Cham : , : Springer International Publishing AG, , 2021 ©2021
ISBN	3-030-66661-1
Descrizione fisica	1 online resource (244 pages)
Altri autori (Persone)	KramerJan NeumannDirk PfeifferJella SeifertStefan TeubnerTimm VeitDaniel J WeidlichAnke
Soggetti	Information technology: general issues Business mathematics & systems Business applications
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	This open access book provides a broad range of insights on market engineering and information management. It covers topics like auctions, stock markets, electricity markets, the sharing economy, information and emotions in markets, smart decision-making in cities and other systems, and methodological approaches to conceptual modeling and taxonomy development. Overall, this book is a source of inspiration for everybody working on the vision of advancing the science of engineering markets and managing information for contributing to a bright, sustainable, digital world. Markets are powerful and extremely efficient mechanisms for coordinating individuals' and organizations' behavior in a complex, networked

economy. Thus, designing, monitoring, and regulating markets is an essential task of today's society. This task does not only derive from a purely economic point of view. Leveraging market forces can also help to tackle pressing social and environmental challenges. Moreover, markets process, generate, and reveal information. This information is a production factor and a valuable economic asset. In an increasingly digital world, it is more essential than ever to understand the life cycle of information from its creation and distribution to its use. Both markets and the flow of information should not arbitrarily emerge and develop based on individual, profit-driven actors. Instead, they should be engineered to serve best the whole society's goals. This motivation drives the research fields of market engineering and information management. With this book, the editors and authors honor Professor Dr. Christof Weinhardt for his enormous and ongoing contribution to market engineering and information management research and practice. It was presented to him on the occasion of his sixtieth birthday in April 2021. Thank you very much, Christof, for so many years of cooperation, support, inspiration, and friendship.

4. Record Nr.

Titolo

UNISA996499865903316

Artificial neural networks and structural equation modeling : marketing and consumer research applications / / Alhamzah Alnoor, Khaw Khai Wah, Azizul Hassan, editors

Pubbl/distr/stampa

Singapore : , : Springer, , [2022]

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ISBN

981-19-6509-9

Descrizione fisica

1 online resource (336 pages)

Disciplina

658.8342

Soggetti

Consumers - Research - Data processing

Marketing research - Data processing

Neural networks (Computer science)

Consumidors

Màrqueting

Processament de dades

Xarxes neuronals (Informàtica)

Models d'equacions estructurals

Llibres electrònics

Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	<p>Intro -- Contents -- List of Figures -- List of Tables -- Artificial Neural Network and Structural Equation Modeling Techniques: Social Commerce -- Artificial Neural Network and Structural Equation Modeling Techniques -- 1 Introduction -- 2 Methodology -- 2.1 Information Sources -- 2.2 Study Selection -- 2.3 Search Strategy -- 2.4 Eligibility Criteria -- 3 Results and Discussion -- 3.1 Crisis -- 3.2 Organizational Theory -- 3.3 Prediction -- 3.4 Perception -- 3.5 Trust -- 3.6 UTAUT Model -- 3.7 Logistics -- 3.8 Mobile Payment -- 3.9 Social Commerce -- 3.10 Wearable Technology -- 3.11 Technology Acceptance -- 3.12 Cloud Computing -- 3.13 Sustainability -- 4 Conclusion -- References -- Determinants of Social Commerce -- 1 Introduction -- 2 Determinant of Social Commerce -- 2.1 Innovation Barriers -- 2.2 Social Support Theory -- 2.3 Social Network Theory -- 2.4 Elaboration Likelihood Model -- 2.5 Commitment Trust Theory -- 2.6 Theory of Social Presence -- 3 Customers' Intentions of Use Social Commerce -- 4 Discussion and Conclusion -- References -- Technology Acceptance Model in Social Commerce -- 1 Introduction -- 2 Discussion -- 3 Dimensions -- 4 Results -- References -- Social Commerce of Rural Communities -- 1 Introduction -- 2 Social Commerce Definition and Background -- 2.1 Social Commerce Definition -- 2.2 Social Commerce Development -- 3 Rural/Rustic Community Concept -- 4 Social Commerce in Rural/Rustic Communities, Perceived Risk and Trust -- 5 Perceived Risk -- 6 Perceived Trust -- 6.1 Education -- 6.2 Information Credibility -- 6.3 Website Quality -- 6.4 Information Quality -- 6.5 Social Support -- 6.6 Innovativeness -- 6.7 Altruism -- 6.8 Sense of Belonging -- 6.9 Electronic Word-of-Mouth (eWOM) -- 6.10 Self-Enhancement -- 7 Conclusion -- References -- Electronic Word of Mouth and Social Commerce -- 1 Introduction.</p> <p>2 Concept of Electronic Word of Mouth -- 3 Concept of Social Commerce -- 4 The Difference between Electronic Commerce and Social Commerce -- 5 The Relationship Between eWOM and S-Commerce -- 6 Discussion -- 7 Theoretical Implication -- 8 Managerial Implication -- 9 Conclusion -- References -- Determinants of Customer Intentions to Use Social Commerce -- 1 Introduction -- 2 Social Commerce -- 2.1 Concept of Social Commerce -- 2.2 Factors that Influence on Social Commerce -- 2.3 The Customer Purchasing-Decision Process -- 2.4 Customer Intentions and Social Commerce -- 2.5 Enhancing Consumer Online Purchase Intention Through Perspective of Cognitive Evaluation Theory -- 3 Electronic Word Of Mouth (eWOM) -- 3.1 Concept of eWOM -- 3.2 WOM vs. eWOM -- 3.3 The Stages of eWOM -- 3.4 Social Media and Electronic Word of Mouth (eWOM) -- 3.5 Types of Electronic Word of Mouth and Their Impact on Consumer Attitudes -- 4 Conclusion -- References -- Barriers to Using Social Commerce -- 1 Introduction -- 2 Intentions of Customers -- 3 Social Commerce -- 4 Barriers to Using Social Commerce -- 5 Discussion -- 6 Conclusion -- References -- The Role of BlockChain Adoption and Supply Chain Practices on Social Commerce -- 1 Introduction -- 2 What Blockchain Is? -- 3 The Main Components of Blockchain -- 4 Applications of Blockchain -- 5 Blockchain Modules -- 6 The Concept of Supply Chain -- 7 Software and Supply Chain -- 8</p>

Blockchain Technology as a New Driver in Supply Chain -- 9 The Main Technologies Can Support Both Blockchain and Supply Chain -- 10 The Main Challenges and Solutions Related to Blockchain and Supply Chain -- 11 Conclusion -- References -- Mobile Commerce and Social Commerce with the Development of Web 2.0 Technology -- 1 Introduction -- 2 Social Commerce -- 3 Mobile Commerce -- 4 Mobile Commerce in the Hospitality Sector.

5 Mobile Commerce in the Banking Sector -- 6 Mobile Commerce in the Healthcare Sector -- 7 Mobile Commerce in the Economy Sector -- 8 SEM and ANN Approach in Mobile Commerce -- 9 Discussion and Conclusion -- References -- Artificial Neural Network and Structural Equation Modeling Techniques: Technology of Marketing -- How Electronic Word of Mouth (eWOM) and Trust Affect Customers' Intention -- 1 Introduction -- 2 Literature Review of Electronic Word of Mouth -- 3 Perceived Crowding -- 4 Wearable Technology and eWOM -- 5 Customers' Intention of Using New Channels -- 6 Discussion -- 7 Theoretical Contributions -- 8 Managerial Contributions -- 9 Conclusion -- References -- Mobile Payment Technology -- 1 Introduction -- 2 Architecture for M-Payments -- 3 Technologies Used for Mobile Payments -- 4 Proximity Payments -- 5 Mobile Payment Protocols -- 6 Mobile System -- 7 Mobile Payment Security Issues -- 8 Detection of Malware -- 9 Conclusion -- References -- The Role of Online Advertising in the Intentions of Customers -- 1 Introduction -- 2 Online Advertising -- 3 Effectiveness and Issues of Online Advertising -- 4 Social Commerce -- 5 Trends in Social Commerce Research -- 6 Online Advertising and Customer Purchase Intentions -- 7 Discussion -- 8 Conclusion -- References -- Intention to Use Social Media Technology Among Customers -- 1 Introduction -- 2 Social Media Technologies, Challenges and Opportunities -- 2.1 Social Media Advantages/Opportunities -- 2.2 Social Media Challenges, Risks and Disadvantages -- 3 Managing Customer Relations on Online Products and Services -- 4 Customer Intentions to Use Social Media Technology -- 5 Discussion and Conclusion -- References -- Barriers to Using Mobile Payment Technology -- 1 Introduction -- 2 Concept of Mobile Payment Technology -- 3 Barriers to Using Mobile Payment Technology -- 3.1 Functional Barriers.

3.2 Usage Barrier -- 3.3 Value Barrier -- 3.4 Risk Barrier -- 3.5 Privacy Risk -- 3.6 Security Risk -- 3.7 Financial Risk -- 3.8 Operational Risk -- 3.9 Psychological Barriers -- 3.10 Tradition Barrier -- 3.11 Image Barrier -- 4 Mobile Payment Technology Acceptance -- 4.1 Prominent Technology-Related Models -- 4.2 User Perception and Experience with Mobile Payments -- 4.3 The Technology Acceptance Model -- 4.4 The Innovation Diffusion Theory -- 4.5 The Decision Process of Innovation Adoption -- 4.6 Resistance to Innovation Model -- 5 Mobile Payment Determinants -- 6 Discussion -- 7 Conclusion -- References -- Green Practices in Marketing -- 1 Introduction -- 2 Literature Development -- 2.1 Basic Things About Green Marketing -- 2.2 Characteristics and Green Marketing Mix -- 2.3 The Role of Green Communication -- 2.4 The Green Push-Pull Communication Strategies -- 2.5 The Green Communication Strategies and Pull-Push Effects -- 2.6 Openness of Green Marketing -- 2.7 Industrial Framework -- 2.8 The Relationship Between Altruism and Customer's Intention to Purchase Green Product -- 2.9 Theory of Planned Behavior -- 2.10 Value-Attitude-Behavior Cognitive Hierarchy in Green Marketing -- 2.11 Open Issues and Challenges of Green Practices in Social Commerce -- 2.12 The Practical Challenge for Greening Marketing Mix -- 2.13 Promotion of Green Marketing -- 3 Conclusion -- References

-- Artificial Neural Network and Structural Equation Modeling Techniques: Sustainability of Marketing -- Social Responsibility in Marketing -- 1 Introduction -- 2 Marketing Definition -- 3 Corporate Social Responsibility (CSR), Definition and Background -- 4 Types of Corporate Social Responsibility -- 5 Corporate Social Responsibility in Marketing -- 6 CSR Implements in Marketing -- 7 Conclusion -- References -- Sustainability and Social Responsibility in Marketing -- 1 Introduction.
2 Literature Review -- 3 Corporate Social Responsibility in Marketing -- 4 Corporation Efforts in Communicating Their Corporate Social Responsibility Initiatives -- 5 Social Responsibility and Profitability -- 6 Conclusions and Recommendations -- References -- Artificial Neural Network and Structural Equation Modeling Techniques: Future Research Directions -- Artificial Neural Network and Structural Equation Modeling in the Future -- 1 Introduction -- 2 Exploring the Relations Between ANN and SEM -- 3 The Benefits of Structural Equation Modeling and Artificial Neural Network Approach -- 4 Artificial Neural Network and Structural Equation Modeling: Systematic Literature Review -- 5 Recommendations of the Previous Studies for SEM and ANN Analysis -- 6 Suggestions for Future Research -- 7 Conclusion -- References.

5. Record Nr.	UNINA9910714079703321
Autore	Miller Charles G (Charles George), <1940->
Titolo	Real-helium hypersonic flow parameters for pressures to 3600 atmospheres and temperatures to 15 000° K / / by Charles G. Miller III and Sue E. Wilder
Pubbl/distr/stampa	Washington, D.C. : , : National Aeronautics and Space Administration, , November 1968
Descrizione fisica	1 online resource (41 pages) : illustrations
Collana	NASA technical note ; ; TN D-4869
Soggetti	Wind tunnels - Test gases Virial coefficients Helium - Testing Wind tunnels - Flow visualization Newton-Raphson method Gases at high temperatures - Testing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"November 1968."
Nota di bibliografia	Includes bibliographical references (page 23).