

1. Record Nr.	UNISA996466621903316
Titolo	Probability measures on groups IX : proceedings of a conference held in Oberwolfach, FRG, January 17-23, 1988 / / edited by Herbert Heyer
Pubbl/distr/stampa	Berlin, Germany : , : Springer, , [1989] ©1989
ISBN	3-540-46206-6
Edizione	[1st ed. 1989.]
Descrizione fisica	1 online resource (X, 442 p.)
Collana	Lecture Notes in Mathematics, , 0075-8434 ; ; 1379
Classificazione	43-06 60-06
Disciplina	519.2
Soggetti	Probabilities
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di contenuto	A Fourier-analytic proof that conditional probability distributions exist on a group -- Tauberian theorems in probability theory -- Characterisation of potential kernels of transient convolution semigroups on a commutative hypergroup -- Embedding infinitely divisible probabilities on the affine group -- A propos de l'induction des convoluteurs -- Characterization of the type of some generalizations of the cauchy distribution -- Operators, stochastic processes, and lie groups -- Rectification à l'article de L. Gallardo et O. Gebuhrer "Lois de probabilités infiniment divisibles sur les hypergroupes commutatifs discrets dénombrables" (Probability Measures on Groups VII Lecture Notes 1064) -- Convergence-of-types theorem for simply connected nilpotent lie groups -- MD-semigroups, decomposition of point processes, central limit theorems for certain T2-semigroups -- Infinite dimensional rotation group and unitary group -- A note on the semigroup of analytic mappings with a common fixed point -- Localizations of Feller infinitesimal generators and uniqueness of corresponding killed processes -- A dichotomy theorem for random walks on hypergroups -- A modification of stationarity for stochastic processes induced by orthogonal polynomials -- Le problem de la classification des familles exponentielles naturelles de ?d ayant une fonction variance quadratique -- Convolution products of non-identical distributions on a compact Abelian semigroup -- The Levy Laplacian

and mean value theorem -- Bimeasures and harmonizable processes (Analysis, classification, and representation) -- A conjecture concerning mixtures of characters from a given closed subsemigroup in the dual -- Infinitely divisible states on cocommutative bialgebras -- Semistable convolution semigroups and the topology of contraction groups -- The central limit theorem for the symmetric space of $GL(3)$ -- Roots of haar measure and topological hamiltonian groups -- Negative definite functions on commutative hypergroups -- L_p -improving measures on hypergroups -- Statistics of rotations -- Completely bounded and related random fields on locally compact groups -- On the max-divisibility of two dimensional normal random variables -- Properties of the cosh hypergroup.

Sommario/riassunto

The latest in this series of Oberwolfach conferences focussed on the interplay between structural probability theory and various other areas of pure and applied mathematics such as Tauberian theory, infinite-dimensional rotation groups, central limit theorems, harmonizable processes, and spherical data. Thus it was attended by mathematicians whose research interests range from number theory to quantum physics in conjunction with structural properties of probabilistic phenomena. This volume contains 5 survey articles submitted on special invitation and 25 original research papers.

2. Record Nr.	UNINA9911049215203321
Autore	Boutsouki Christina
Titolo	Advances in Advertising Research XV : Moving Forward, Looking Back: Advertising in the Advent of AI / / edited by Christina Boutsouki, Leonidas Hatzithomas, Anastasios Panopoulos, Martin K.J. Waiguny
Pubbl/distr/stampa	Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer Gabler, , 2025
ISBN	3-658-49114-0
Edizione	[1st ed. 2025.]
Descrizione fisica	1 online resource (359 pages)
Collana	European Advertising Academy, , 2626-0336
Altri autori (Persone)	Boutsouki
Disciplina	658.872 659.144
Soggetti	Telemarketing Internet marketing Advertising Marketing research Business intelligence Digital Marketing Market Research and Competitive Intelligence
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Artificial Intelligence in Advertising -- Social Media, Influencers and Storytelling -- Digital Consumer Behavior and Shopping -- Corporate Social Responsibility (CSR) and Ethics -- Advertising and Consumer Psychology.
Sommario/riassunto	The fifteenth volume of Advances in Advertising Research presents 24 top papers from the 22nd ICORIA conference in Greece, hosted by Aristotle University of Thessaloniki and the University of Macedonia. Selected from over 135 global contributions, it discusses AI-driven ads, transparency, emotional storytelling, ethical advertising and psychological ad impact, offering valuable insights for researchers and practitioners, in advertising, communication and media management. The Editors Christina Boutsouki is Professor of Marketing & Advertising at Aristotle University of Thessaloniki and Director of the MSc in Strategic Marketing. Leonidas Hatzithomas is Associate Professor of

Marketing & Advertising at the University of Macedonia, Thessaloniki, and Director of the Master in Business Analytics & Data Science. Anastasios Panopoulos is Professor of Marketing at the University of Macedonia, Greece, in Electronic Public Relations. Martin K. J. Waiguny is Professor of Consumer Behaviour and Marketing at the IMC Krems University of Applied Sciences and currently the Academic Head of the university. .
