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Nota di contenuto	Cover -- Title -- Copyright -- End User License Agreement -- Contents -- Preface -- ACKNOWLEDGMENTS -- Acknowledgements -- Introduction to Technology-Service Management: Servitization, Frameworks, and Servitization Trends -- INTRODUCTION: THE CONCEPT OF SERVITIZATION -- BENEFITS OF SERVITIZATION -- IDENTIFYING THE NEED FOR SERVITIZATION: YANDEX'S PSS -- The Gap Model of Service Quality -- 1. Knowledge Gap -- 2. Policy Gap -- 3. Delivery Gap -- 4. Communication Gap -- 5. Customer Gap -- THE SERVQUAL MODEL -- TYPES OF SERVITIZATION -- Product Oriented PSS: Product-Related Service (PRS) and Product-Related Advice (PRA) -- Use Oriented PSS: Product Lease, Product Sharing / Renting, Product Pooling and Pay-Per-Service -- Result Oriented: Outsourcing and Functional Result -- CONCLUSION -- REFERENCES -- Technology-Service Business Innovations through the Pandemic Era -- INTRODUCTION -- SERVITIZATION: DIGITALIZATION AND SUSTAINABILITY TAKING OVER THE PANDEMIC -- HEALTH- AND MEDICINE-RELATED INNOVATIONS -- Telehealth: Virtual Platforms for Medical Consultations -- Automated Diagnosis Platforms and Applications -- Health Condition Tracking Software and Wearables -- SERVITIZING MANUFACTURING INDUSTRY -- SERVITIZATION TAKING THE NEXT STEP: CASES OF FITNESS, AND CLOTHING RETAIL

INNOVATIONS -- Clothing Virtual Transformation Boom -- Virtual Workouts as the New Go-To Standard -- CONCLUSION -- REFERENCES -- Creating Customer-Oriented Online-Offline Business Models -- INTRODUCTION -- CUSTOMER EXPERIENCE: UNDERSTANDING THE IMPORTANCE -- SERVICE DESIGN: THE PRINCIPLES -- SERVICE DESIGN: PROCESS AND FRAMEWORKS -- Persona -- Service Blueprint -- CONCLUSION -- REFERENCES -- Technology-Service Convergence for Value Innovation and Social Welfare -- INTRODUCTION -- VALUE INNOVATION: UNDERSTANDING THE CONCEPT AND BACKGROUND. VALUE INNOVATION: SHOWCASING ADVANTAGES THROUGH REAL-LIFE CASES -- VALUE INNOVATION: IMPLEMENTING -- HEALTHCARE VALUE AND SOCIAL INNOVATION: SOUTH KOREA'S CASE ON TRADITIONAL KOREAN MEDICINE VALUE INNOVATION -- CONCLUSION -- REFERENCES -- Exemplary Cases of Servitization for Overcoming Crisis -- INTRODUCTION -- Coupang: E-Commerce Services Pandemic Boom -- MY REAL TRIP: SHIFTING TRAVEL PLATFORMS FOCUS TO VIRTUAL &amp; -- DOMESTIC ROUTES -- RIDI BOOKS: FORMING LONG-TERM CUSTOMER RELATIONSHIPS BASED ON PSS -- Subject Index.

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## Sommario/riassunto

In the wake of the transformative global events since 2020, the economic landscape has undergone profound changes. Adapting to the new paradigms brought about by the pandemic requires innovative business models that seamlessly blend technology and offer hybrid online-offline services. This handbook is an essential guide for students and entrepreneurs navigating this evolving landscape. It equips readers with the knowledge and tools to create value and design effective online-offline business models that cater to the demands of the post-pandemic era. Key Themes: Technology-Service Management: Explore the concept of servitization, relevant frameworks, and the latest servitization trends that are reshaping industries. Business Innovations: Learn how businesses have leveraged technology and service-oriented approaches to thrive during and after the pandemic. Customer-Centric Models: Discover how to create business models that prioritize customer needs and preferences, effectively bridging the online and offline realms. Value Innovation: Explore how the convergence of technology and services drives value creation and contributes to social welfare. Real-World Examples: Gain insights from exemplary cases of servitization, illustrating how businesses have successfully overcome crisis situations. In an era defined by rapid change and uncertainty, this book empowers readers to harness the potential of technology-driven service models. Whether you're a student seeking to understand these shifts or an entrepreneur looking to adapt and innovate, this resource provides invaluable insights and practical guidance for the post-pandemic business landscape.

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2. Record Nr.	UNISA996691278203316
Autore	UBERTAZZI, Luigi Carlo
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