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| 1. Record Nr. | UNINA9910798794703321 |
| Titolo | Beijing Film Academy yearbook : 2015 |
| Pubbl/distr/stampa | Bristol : , : Intellect, , 2016 |
| ISBN | 1-78320-607-1 |
| Descrizione fisica | 1 online resource (168 p.) |
| Collana | Intellect China library |
| Disciplina | 791.430951156 |
| Soggetti | Motion pictures - China Yearbooks |
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| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Description based upon print version of record. |
| Nota di bibliografia | Includes bibliographical references and index. |
| Nota di contenuto | Cover; Half Title; Title; Copyright; Contents; Acknowledgements; Foreword; Chapter 1; A Wide Range of Academic Settings; A Rich and Solid Talent Cultivation System; An Interactive Academic Pattern of Teaching, Research and Creation; A Specialized and Versatile Training Mode; A Standardized and Effective 'Double Practice' (Social and Art Practice) System; A Comprehensive and High-level Platform for International Exchange; Strong Guarantee of Elite Education Conditions; Excellent Campus Culture; Conclusion; Endnote; Chapter 2; Part I. Market Performance; Part II. Film-Making Part III. The Dynamics of Film Enterprises and Industrial ManagementPart IV. Conclusion; References; Note; Chapter 3; Cinema Construction, Operation and Management; The Impact of e-Commercial Strategies on Cinema; Competition Between Cinemas and Internet Enterprises; Paying Attention to the Popular Mobile Payment Service; Diversify the Function of the Cinema Business Model; Pay Attention to the Audience's Pre-Movie Consumer Psychology and Timing; Attract More Young Participants with Cinema Activities; Apply Diverse Operations and Promotion Modes; Future Operation and Development; References After the Battle: Comment, Reflection and ProspectReferences; Note; Notes on Contributors; Editorial Board Information; Back Cover |

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| 2. Record Nr. | UNINA9910785268703321 |
| Titolo | Computational analysis of firms' organization and strategic behaviour / / edited by Edoardo Mollona |
| Pubbl/distr/stampa | New York : , : Routledge, , 2010 |
| ISBN | 1-136-95995-5 1-282-78178-2 9786612781780 0-203-85009-2 |
| Descrizione fisica | 1 online resource (349 p.) |
| Collana | Routledge research in organizational behaviour and strategy ; ; 6 |
| Altri autori (Persone) | MollonaEdoardo <1967-> |
| Disciplina | 302.3/50113 |
| Soggetti | Strategic planning - Computer simulation Social sciences - Computer simulation |
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| Nota di bibliografia | Includes bibliographical references and index. |
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Sommario/riassunto

This book addresses possible applications of computer simulation to theory building in management and organizational theory. The key hypothesis is that modelling and computer simulation provide an environment to develop, test and articulate theoretical propositions. In general, computer simulation provides an experimental environment where researchers are able to play with symbolic representations of phenomena by modifying the model's structure and activating or deactivating model's parameters. This environment allows to both generating hypotheses to ex post explain observed phenomena or to

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Autore

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