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Marketing and Smart Technologies ICEL 2017 - Proceedings of the 12th International Conference on e-Learning Global Diffusion and Adoption of Technologies for Knowledge and Information Sharing *Dave Chaffey Francisco J. Martínez-López Dave Chaffey Dave Chaffey Robert D. Hisrich Dixit, Shailja Thomas, Brychan Michael Flowers Mr. Vineet Kumar Chauhan Lubbe, Sam Dave Chaffey Manfred Bruhn Aleksandar Marković Ghada Goma A. Mohamed Bedjo Santoso Ding, Feng Mehdi Khosrow-Pour Álvaro Rocha Laurie O. Campbell Tan, Felix B.*

this volume covers business models theoretical tools and international aspects of e business and e commerce

this research handbook provides a comprehensive integrative and authoritative resource on the main strategic management issues for companies within the e business context it covers an extensive set of topics dealing with the major issues which articulate the e business framework from a business perspective the handbook is divided into the following e business related parts background evolved strategic framework for the management of companies key business processes areas and activities and finally emerging issues trends and opportunities with special attention to diverse social related implications the articles are varied timely and present high quality research many of these unique contributions will be especially valued and influential for business scholars and professionals interested in e business many of the contributors are outstanding business scholars who are or have been editors in chief of top ranked management and business journals or have made significant contributions to the development of their respective fields

built around the cim e marketing award this book addresses an important area of marketing the core of the book is an established but flexible marketing model that makes sense of the issues that online and interactive techniques can create

written in an engaging and informative style digital business and e commerce management will give you the knowledge and skills to be able to handle the speed of change faced by organisations in the digital world in this seventh edition of the book chaffey hemphill and edmundson bird bring together the most recent academic and practitioner thinking covering all aspects of digital business including strategy digital comms and transformation

this textbook provides a comprehensive overview of the essential issues in effective entrepreneurial management it first introduces readers to the fundamentals of entrepreneurial management the nature of entrepreneurial managers and business

planning before exploring the specific topics of creativity and innovation risk management entrepreneurial marketing and organization as well as financing the authors then move to contemporary topics such as entrepreneurial growth strategies e commerce challenges ethical and socially responsible entrepreneurial management franchising and managing entrepreneurial family ventures each chapter provides a case study and several practice based examples to help explain the concepts by providing a truly international approach this text offers ample theoretical and empirical insights into entrepreneurship and small business management it is a valuable and up to date resource for teachers and students of entrepreneurship

the internet has become a flexible platform upon which global retail brands can expand and grow with a greater emphasis on and opportunity for new market opportunities in the digital sphere the global retail market is undergoing an era of rapid transformation as new web based retail models emerge to meet the needs of the modern consumer e retailing challenges and opportunities in the global marketplace explores the transformations occurring in the virtual marketplace as consumer needs and expectations shift to the new age of online shopping emphasizing the difficulties business professionals face in the digital age in addition to opportunities for market growth and new product development this publication is a critical reference source for business professionals product strategists web managers it specialists and graduate level students in the fields of business retail management and advertising

this book focuses on isolating what determines the adoption of e commerce applications that will optimize potential opportunities presented to small businesses through adoption provided by publisher

have you ever wanted to create extra streams of income improving your financial life as well as achieving success is the stimulus for the moneymaking code a how to what to do self enrichment and self development resource that takes a decision making orientation to innovation and entrepreneurship enriched with experiential insights based extensive executable contributions from some of the world s top business trainers this book has been specifically designed written and produced for you planning to generate extra streams of income mastering small business marketing strategic tools exploring entrepreneurial business opportunities achieving financial success online and offline educating and reinventing yourself branding yourself becoming a successful authorpreneur understanding permission based email marketing and exploring niche businesses are an integral part of the moneymaking code launch your viable niche business today with minimal or no start up

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e commerce has brought about many changes in organizations and has had significant impacts on the quality of life that is experienced by individuals or even indirectly as members of society the need to have fast and efficient information on products is crucial to our socially conscious and technologically dependent society hence information technology has increased the intolerable burden of handling the increasing amount of information and human errors which the society is expected to contend with the economic and social impacts of e commerce addresses issues associated with the advent of e commerce and its significance within society

now in its seventh edition digital marketing provides comprehensive practical guidance on how companies can get the most out of digital media and technology to meet their marketing goals

learn about the principles of marketing a comprehensive introduction for students and practitioners this book is an english translation of a german textbook it conveys the fundamental principles of marketing and consistently draws on practical experience this application oriented approach enables readers to analyze marketing problems and develops solutions independently the book has proven itself in german speaking countries germany switzerland austria for decades it provides an overview of central concepts methods and instruments of marketing and is extremely useful for students lecturers and practitioners content marketing as a management process strategic marketing market research product and pricing policy communication and sales policy marketing organization and controlling

the fifth annual conference of the economic forum of entrepreneurship international business organized by dr ghada gomaa a mohamed conference venue joseph b martin conference center harvard medical school boston ma usa conference date january 29th january 30th 2015 editors dr ghada mohamed dr morrison handley schachler dr daniel may dr thomas henschel epe lac bac gc ca 100 201 300 annual conference economic v05 pdf

we are delighted to introduce the proceedings of the 1st international conference on islamic civilization icic 2020 bringing together researchers academics experts and professionals in examining selected theme on islamic perspective of sustainable development and the role of islamic economics in today s global finance this event was held on 27 august 2020 virtually by

universitas islam sultan agung in collaboration along with some islamic universities in indonesia and overseas the papers published in this proceeding are from multidisciplinary researches related to economy education humanities islamic studies laws social sciences and health each contributed paper was refereed before being accepted for publication the single blind peer reviewed was used in the paper selection

through a structured literature review and an exploratory factor analysis this thesis presents a conceptual framework with 6 key factors composed of 19 indicators including government consumer company product operation and partnership which affecting the development of e logistics in cross border relation then a comprehensive competitive strategy is generated based on the framework including government policy logistics strategy selection differentiated product dual channel inventory and transport finally walmart and jd com in china market are chosen as case study the development of their cross border e logistics strategy verify the rationality and applicability of the framework found in this thesis durch eine strukturierte literaturrecherche und eine explorative faktorenanalyse stellt diese arbeit einen konzeptionellen framework mit 6 schlüsselfaktoren auf die sich 19 indikatoren zusammensetzen die sich auf die entwicklung der e logistik in cross border beziehungen auswirken darunter regierung verbraucher unternehmen produkt betrieb und partnerschaft anschließend wird eine umfassende wettbewerbsstrategie auf der grundlage des frameworks erstellt einschließlich der regierungspolitik der auswahl der logistikstrategie des differenzierten produkts des dual channel bestands und des transports schließlich werden walmart und jd com im chinesischen markt als fallstudie ausgewählt die entwicklung ihrer cross border e logistik strategie aufgezeigt und anwendbarkeit des frameworks demonstriert

this set of books represents a detailed compendium of authoritative research based entries that define the contemporary state of knowledge on technology provided by publisher

this book includes selected papers presented at the international conference on marketing and technologies icmarktech 2020 held at iscte university institute of lisbon in the city of lisbon in portugal between 8 and 10 october 2020 it covers up to date cutting edge research on artificial intelligence applied in marketing virtual and augmented reality in marketing business intelligence databases and marketing data mining and big data marketing data science web marketing e commerce and v commerce social media and networking geomarketing and iot marketing automation and inbound marketing machine learning

applied to marketing customer data management and crm and neuromarketing technologies

this book provides diverse insights from researchers and practitioners around the world to offer their knowledge on the comparisons of international enterprises to managers and practitioners to improve business practices and keep an open dialogue about global information management provided by publisher

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