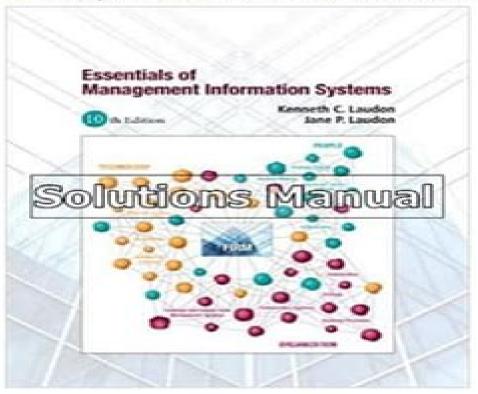
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Jorge Marx Gómez, Marie K. Aboujaoude, Khalil Feghali, Tariq Mahmoud

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of digital business technologies and security and provides an outline of digital business implementation A comprehensive case study on Google Alphabet explaining Google's organizational history its integrated business model and its market environment rounds out the book EIKM Volume 9 Issue 4. Managing Digital Enterprise Jun Xu, 2014-10-10 This book describes the setup of digital enterprises and how to manage them focusing primarily on the important knowledge and essential understanding of digital enterprise management required by managers and decision makers in organizations It covers ten essential knowledge areas of this field Foundation of Digital Enterprise Technology Foundation and Talent Management for Digital Enterprise Digital Enterprise Strategy Planning and Implementation B2C Digital Enterprise E tailing B2C Digital Enterprise E Services B2B Digital Enterprise and Supply Chain Digital Platforms Digital Marketing and Advertising Digital Payment Systems Mobile Enterprise Overall this text provides the reader with the basics to understand the rapid development of digitization facilitated by the dramatic advancements in digital technologies extensively connected networks and wider adoption of computing devices especially mobile devices as more and more organizations are realizing the strategic importance of digitization e g sustainable growth of the organization competitive advantage development and enhancement and are embarking on digital enterprise **Modernizing Academic Teaching and Research in Business** and Economics Jorge Marx Gómez, Marie K. Aboujaoude, Khalil Feghali, Tarig Mahmoud, 2017-04-25 This proceedings volume brings together the results of a corporate discussion on research academic teaching and education in the field of business and economics in the context of globalization The contributions examine leadership and sustainability quality and governance and the internationalization of higher education With a particular focus on business education and business schools the book discusses the labor market and modernization as well as contemporary trends and challenges By including both academic papers and contributions from industry it forges research links between academia business and industry

Encyclopedia of E-business Development and Management in the Global Economy In Lee, 2010 As globalization and competition pose new opportunities and challenges firms strive to discover effective and efficient e business models and applications to contribute to their sustainability growth and innovation The Encyclopedia of E Business Development and Management in the Global Economy creates a repository for educators researchers and industry professionals to collaborate and discuss their research ideas theories practical experiences challenges and opportunities while presenting tools and techniques in all aspects of e business development and management in the digital economy As the first and most comprehensive book to present aspects from the research industry managerial and technical sides of e business this collection appeals to policy makers e business application developers market researchers managers researchers professors and undergraduate graduate students in various academic disciplines

Global Business Mehdi Khosrowpour, Information Resources Management Association, 2011-01-01 This multi volume reference examines critical issues and emerging trends in global business with topics ranging from managing new information technology in global business operations to ethics and

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