

Digital Entrepreneurship and Global Innovation

Part of the Advances in Business Strategy and Competitive Advantage Book Series

Ioan Hosu (Babeş-Bolyai University, Romania) and Ioana Iancu (Babeş-Bolyai University, Romania)

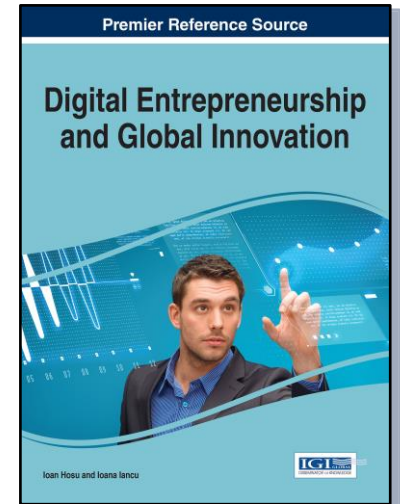
Description:

Succeeding in the modern business world is a multi-faceted endeavor that involves numerous parts. By implementing effective strategies, companies can strive toward achieving a competitive advantage.

Digital Entrepreneurship and Global Innovation is a pivotal reference source for the latest academic material on strategic entrepreneurship initiatives to facilitate organizational growth and success, focusing on the role of digital technologies in business environments. Highlights theoretical frameworks, industry perspectives, and emerging methodologies.

Readers:

This book is ideally designed for professionals, practitioners, upper-level students, and researchers involved in the field of entrepreneurship.



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Topics Covered:

- Business Education
- Cloud Computing
- Competitive Intelligence
- Entrepreneurial Charity
- Neuromarketing
- Small and Medium Enterprises
- Youth Entrepreneurship

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Ioana Iancu graduated from Political Science. She has MA studies in Management of Political Organizations and in Advertising at Babeş-Bolyai University, Cluj-Napoca and MA studies in Political Science at Central European University, Budapest. She has a PhD in Sociology. She currently holds a Lecturer position at the Faculty of Political, Administrative and Communication Sciences, Babeş-Bolyai University, Cluj-Napoca, Romania.