

Driving Agribusiness With Technology Innovations

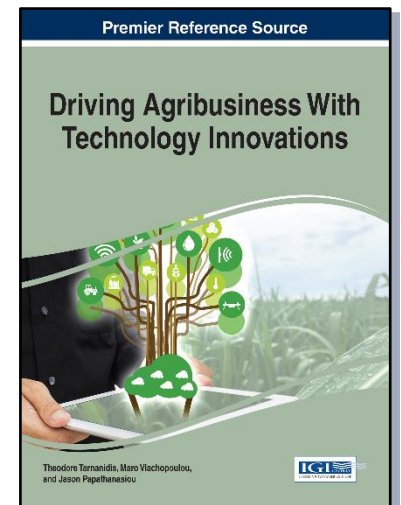
Part of the Advances in Business Strategy and Competitive Advantage Book Series

Theodore Tarnanidis (University of Macedonia, Greece), Maro Vlachopoulou (University of Macedonia, Greece) and Jason Papathanasiou (University of Macedonia, Greece)

Description:

Modern web-based applications are pertinent for businesses, as they often encourage their core competencies and capabilities. As such, the agribusiness sector must begin to take advantage of the open networks and advances in communication and information technologies in order to grow their businesses exponentially.

Driving Agribusiness With Technology Innovations highlights innovative business models and theories that encourage the use of emerging technological advances to produce thriving enterprises. Featuring extensive coverage on relevant topics including digital environments, mobile agriculture, supply chain platforms, and internet marketing models, this publication is an important reference source for business managers, practitioners, professionals, and engineers who are interested in discovering emerging technology trends for agribusiness.



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Topics Covered:

- Digital Environments
- Digital Marketing
- E-Business
- E-Commerce
- E-Logistics
- Internet Marketing Models
- Mobile Apps
- Social Media
- Supply Chain Platforms

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Theodore Tarnanidis is a researcher in the Business Administration Department at the University of Macedonia. He finished his postdoctoral research at the University of Macedonia, in November 2015, in the area of sustainable entrepreneurship. He obtained a Ph.D. from the University of London Met., UK. He received his M.B.A. from Liverpool University, UK and is a graduate from the University of Macedonia (Business Administration) and Alexander Technological Educational Institute (Marketing). His research focuses on Decision-Making Processes in Sustainable Innovations and Entrepreneurship, Conjoint Models and preference measurement techniques, modelling of purchases and consumer behavior. His work has been published in various internationally renowned scientific conferences and journals mostly from the fields of Business Administration.

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