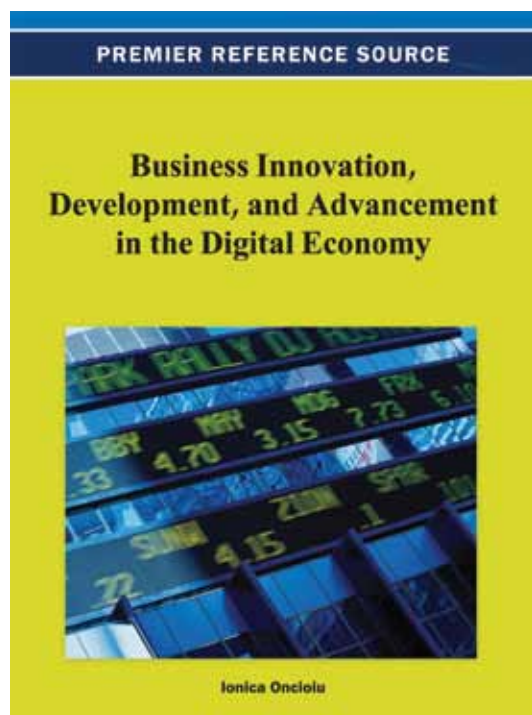


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## Business Innovation, Development, and Advancement in the Digital Economy



**Ionica Oncioiu** (Dimitrie Cantemir Christian University, Romania)

Digital technologies maintain an important tool in today's business economy. As the economy continues to change, businesses seek out solutions in order to enhance and develop their organization.

**Business Innovation, Development, and Advancement in the Digital Economy** highlights the competitive advantages on the emerging digital economy. Bringing together the classic economy theory and the developments of new technology, this book provides research on current innovations in the digital economy. It is vital resource for practitioners, researchers as well as graduate and undergraduate students.

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- Decision Making Methods
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- Digital Economy
- Economic Development Strategy
- Innovation Bases Models
- Knowledge Management

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**Ionica Oncioiu** holds a Ph.D. in economy and accounting. Her research interests include the development of SMEs innovation, Project Management, Accounting Information Systems, Asset Management, and E-Commerce Marketing. She has more than 10 years of experience in this area and has published 10 text books and more than 70 papers in scholarly peer reviewed international journals. She is also the author of eight books.



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