Driving Transformative Change in E-Business Through Applied Intelligence and Emerging Technologies
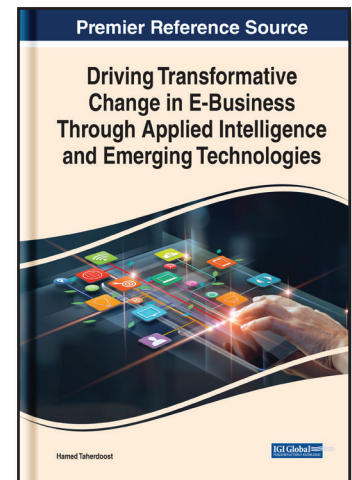
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Premier Reference Source

Driving Transformative Change in E-Business Through Applied Intelligence and Emerging Technologies

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IGI Global

Description:

Investments in technologies such as the cloud, the internet of things (IoT), and robotic process automation are part of a strategy that helps organizations respond to changing customer demands and operational challenges. Emerging technologies are becoming one of the most remarkable elements to be considered in businesses, and e-businesses are no exception. With the expansion of e-businesses worldwide, the great population of e-business leaders tends to increase their knowledge to make future investments in key aspects and implications of their businesses. Thus, e-business leaders need to realize and seize existing opportunities for the advancement of their businesses.

Driving Transformative Change in E-Business Through Applied Intelligence and Emerging Technologies contributes a comprehensive source to the existing knowledge and research in the field of e-business and emerging technologies and provides an understanding to readers about the current concepts, trends, technologies, and platforms in e-business. Covering topics such as competitive intelligence, enterprise resource planning systems, and online crowdfunding, this premier reference source is a comprehensive resource for business leaders and executives, IT managers, computer scientists, software engineers, economists, entrepreneurs, students, researchers, and academicians.

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Hardcover: **$250.00**   **Softcover:** **$190.00**   **E-Book:** **$250.00**   **Hardcover + E-Book:** **$300.00**

Topics Covered:

- AI Deployment
- Business Strategy
- Competitive Intelligence
- Cyber Security
- Cybermediation
- Disintermediation
- E-Business
- E-Commerce
- Enterprise Resource Planning Systems
- Omni-Channel
- Online Crowdfunding
- Reintermediation
- Virtual Reality

Subject: Business and Management

Classification: Edited Reference

Readership Level: Advanced-Academic Level (Research Recommended)

Research Suitable for: Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners