The Role of Educators as Agents and Conveyors for Positive Change in Global Education
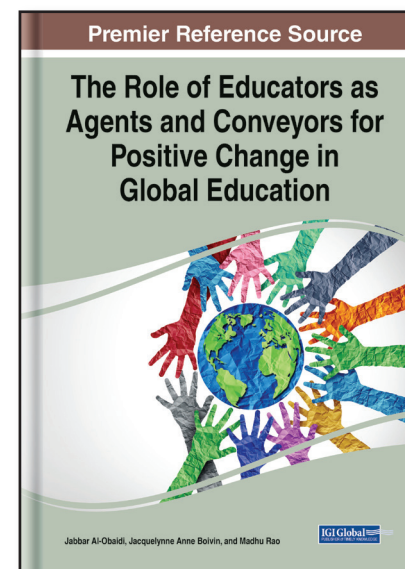
Part of the Advances in Educational Marketing, Administration, and Leadership Book Series

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Description:

In the modern data-driven era, artificial intelligence (AI) and machine learning (ML) technologies that allow a computer to mimic intelligent human behavior are essential for organizations to achieve business excellence and assist organizations in extracting useful information from raw data. AI and ML have existed for decades, but in the age of big data, this sort of analysis is in higher demand than ever, especially for customer support and analytics.

The Role of Educators as Agents and Conveyors for Positive Change in Global Education investigates the applications of AI and ML and how they can be implemented to enhance customer support and analytics at various levels of organizations. This book is ideal for marketing professionals, managers, business owners, researchers, practitioners, academicians, instructors, university libraries, and students, and covers topics such as artificial intelligence, machine learning, supervised learning, deep learning, customer sentiment analysis, data mining, neural networks, and business analytics.

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Topics Covered:

Artificial Intelligence	Data Mining
Business Analytics	Deep Learning
Business Intelligence	Machine Learning
Customer Engagement	Neural Networks
Customer Sentiment Analysis	Supervised Learning

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