

Driving Innovation and Business Success in the Digital Economy

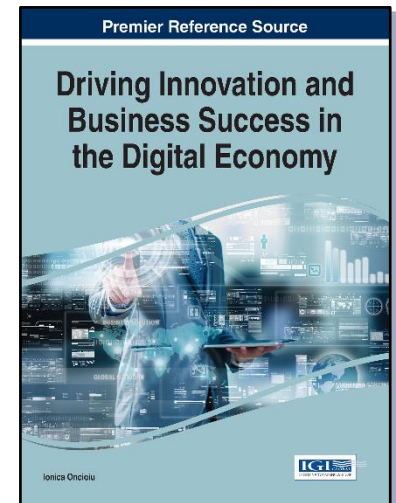
Part of the Advances in E-Business Research Book Series

Ionica Oncioiu (Titu Maiorescu University, Romania)

Description:

Advancements in the digital world are bringing about rapid waves of change in organizational management. As such, it is increasingly imperative to discover ways for businesses to adapt to changes in the markets and seize various digital market opportunities.

Driving Innovation and Business Success in the Digital Economy is an essential reference source for the latest research on the impact of digital computing and emerging technological innovations in the realm of business success. Features extensive coverage across a range of relevant perspectives and topics, such as IT outsourcing, sustainable development and online advertising.



Readers:

This publication is ideally designed for researchers, professionals and students seeking current research on the complex scope of the new economy.

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Topics Covered:

- Agricultural Sustainability
- Blended Learning
- Entrepreneurship
- IT Outsourcing
- Mechanical Innovation
- Online Advertising
- Software Innovation Systems
- Stock Market
- Sustainable Development

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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 had 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, also authoring eight books.

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