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Business-driven Information Technology David R. Laube,Raymond F. Zammuto,2003 That every manager needs to know in order to use information technology effectively Business professionals will value the book because it covers a range of important areas that few know completely University students will find the book a valuable source of necessary information for technology and management courses Rarely is so much diverse expertise brought together and focused in a single book Book jacket   *Digital Business and Electronic Commerce* Bernd W. Wirtz,2021-03-28 This textbook introduces readers to digital business from a management standpoint It provides an overview of the foundations of digital business with basics activities and success factors and an analytical view on user behavior Dedicated chapters on mobile and social media present fundamental aspects discuss applications and address key success factors The Internet of Things IoT is subsequently introduced in the context of big data cloud computing and connecting technologies with a focus on industry 4 0 smart business services smart homes and digital consumer applications as well as artificial intelligence The book then turns to digital business models in the B2C business to consumer and B2B business to business sectors Building on the business model concepts the book addresses digital business strategy discussing the strategic digital business environment and digital business value activity systems dVASs as well as strategy development in the context of digital business Special chapters explore the implications of strategy for digital marketing and digital procurement Lastly the book discusses the fundamentals of digital business technologies and security and provides an outline of digital business implementation A comprehensive case study on Google Alphabet explaining Google s organizational history its integrated business model and its market environment rounds out the book   *AI-Based Data Analytics* Kiran Chaudhary,Mansaf Alam,2023-12-29 This book covers various topics related to marketing and business analytics It explores how organizations can increase their profits by making better decisions in a timely manner through the use of data analytics This book is meant for students practitioners industry professionals researchers and academics working in the field of commerce and marketing big data analytics and organizational decision making Highlights of the book include The role of Explainable AI in improving customer experiences in e commerce Sentiment analysis of social media Data analytics in business intelligence Federated learning for business intelligence AI based planning of business management An AI based business model innovation in new technologies An analysis of social media marketing and online impulse buying behaviour AI Based Data Analytics Applications for Business

Management has two primary focuses The first is on analytics for decision making and covers big data analytics for market intelligence data analytics and consumer behavior and the role of big data analytics in organizational decision making The book s second focus is on digital marketing and includes the prediction of marketing by consumer analytics web analytics for digital marketing smart retailing and leveraging web analytics for optimizing digital marketing strategies *Human Resource Information Systems* Michael J. Kavanagh,2009 Human resource information systems HRIS has become a crucial area of attention for management professionals A major challenge in teaching the course is its cross disciplinary nature HR students find it difficult to grasp the IT IS side of the subject and vice versa To overcome the technical nature of most of the books in the market Human Resource Information Systems has a balanced approach in dealing with HR and IT IS issues by drawing from experts in both areas Rather than depending on expensive commercial software products to demonstrate the applications of HRIS this book uses case studies at the end of most chapters to facilitate discussions and link them to managerial and technical problems in HRIS *Human Resource Information Systems* Richard D. Johnson,Kevin D. Carlson,Michael J. Kavanagh,2025-01-27 Human Resource Information Systems Basics Applications and Future Directions is a one of a kind book that provides a thorough introduction to the field of Human Resource Information Systems HRIS and shows how organizations today can leverage HRIS to make better people decisions and manage talent more effectively Unlike other texts that overwhelm students with technical information and jargon this revised Sixth Edition offers a balanced approach to dealing with HR issues and IT IS issues by drawing from experts in both areas Authors Richard D Johnson Kevin D Carlson and Michael J Kavanagh cover the latest research and developments in information security artificial intelligence cloud computing social media and HR analytics Numerous examples best practices discussion questions and case studies make this book the most student friendly and current in the market **Managing Information Risk and the Economics of Security** M. Eric Johnson,2009-04-05 Security has been a human concern since the dawn of time With the rise of the digital society information security has rapidly grown to an area of serious study and ongoing research While much research has focused on the technical aspects of computer security far less attention has been given to the management issues of information risk and the economic concerns facing firms and nations Managing Information Risk and the Economics of Security provides leading edge thinking on the security issues facing managers policy makers and individuals Many of the chapters of this volume were presented and debated at the 2008 Workshop on the Economics of Information Security WEIS hosted by the Tuck School of Business at Dartmouth College Sponsored by Tuck s Center for Digital Strategies and the Institute for Information Infrastructure Protection I3P the conference brought together over one hundred information security experts researchers academics reporters corporate executives government officials cyber crime investigators and prosecutors The group represented the global nature of information security with participants from China Italy Germany Canada Australia Denmark Japan Sweden Switzerland the United Kingdom and the US This volume would not be possible

without the dedicated work Xia Zhao of Dartmouth College and now the University of North Carolina Greensboro who acted as the technical editor   Business Driven Information Systems Paige Baltzan,2011-01-31 Overview Business Driven Information Systems story Business Driven Information Systems discusses various business initiatives first and how technology supports those initiatives second The premise for this unique approach is that business initiatives should drive technology choices Every discussion first addresses the business needs and then addresses the technology that supports those needs This text provides the foundation that will enable students to achieve excellence in business whether they major in operations management manufacturing sales marketing finance human resources accounting or virtually any other business discipline Business Driven Information Systems is designed to give students the ability to understand how information technology can be a point of strength for an organization   **Understanding Data and Information Systems for Recordkeeping** Philip C. Bantin,2008 A comprehensive guide to the new technologies that can help information professionals and records managers better organise vital documents and information for preservation search and retrieval

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