



processing, data engineering, big data, research evaluation, network science, sociology of science and communication communities.

La rivoluzione tecnologica degli ultimi decenni ha cambiato molti dei presupposti su cui si fondava il mondo del retail. Le aspettative dei clienti stanno evolvendo alla velocità del digitale: chi acquista desidera vivere un'esperienza sempre più coinvolgente, personalizzata e appagante. Le informazioni circolano a una velocità straordinaria, il mercato è diventato più orizzontale, inclusivo e social, il customer journey è sempre meno lineare e prevedibile, e chi prima era solo un "destinatario" delle campagne di marketing e comunicazione oggi ne diventa sempre più protagonista. Se per molti tutto questo rappresenta un problema - o addirittura l'"apocalisse del retail", come è stato affermato con una certa superficialità - per altri si tratta di una straordinaria opportunità. Il digitale cambia le regole del gioco. In questo libro Philip Kotler e Giuseppe Stigliano offrono un quadro sintetico delle trasformazioni in atto, e insieme una serie di consigli strategici - 10 regole, appunto - per i retailer che desiderano fondere marketing tradizionale e digitale, scegliere le tecnologie più funzionali, allineare le informazioni trasmesse in tutti i punti di contatto - online e offline - tra brand e clienti, trasformare i negozi fisici in destinazioni. Per conquistare la fedeltà dei consumatori E difendersi dai competitor più aggressivi. Le tesi e i principi esposti in Retail 4.0 si arricchiscono di risvolti pratici nella terza parte del libro, dove gli autori si confrontano con il punto di vista del mercato grazie alle interviste con amministratori delegati e top manager di aziende internazionali come Amazon, Autogrill, Boggi, Bridgestone, Brooks Brothers, Brunello Cucinelli, Campari Group, Carrefour, Coccinelle, Disneyland Paris, Eataly, Henkel, HSBC, KIKO Milano, La Martina, Levi Strauss & Co., Marks & Spencer, Moleskine, Mondadori Retail, Natuzzi, Safilo Group, SEA - Aeroporti di Milano, Shiseido Group.

Intelligent Economies

A Guide to Reimagining Your Business

The Analytics Lifecycle Toolkit

Shame 4.0

?? ??? ??? 4.0

Data and Information in Online Environments

*Digital transformation is no longer news—it's a necessity. Despite the widespread threat of disruption, many large companies in traditional industries have succeeded at digitizing their businesses in truly transformative ways. The New York Times, formerly a bastion of traditional media, has created a thriving digital product behind a carefully designed paywall. Best Buy has transformed its business in the face of Amazon's threat. John Deere has formed a data-analysis arm to complement its farm-equipment business. And Goldman Sachs and many others are using digital technologies to reimagine their businesses. In Driving Digital Strategy, Harvard Business School professor Sunil Gupta provides an actionable framework for following their lead. For over a decade, Gupta has studied digital transformation at Fortune 500 companies. He knows what works and what doesn't. Merely dabbling in digital or launching a small independent unit, which many companies do, will not bring success. Instead you need to fundamentally change the core of your business and ensure that your digital strategy touches all aspects of your organization: your business model, value chain, customer relationships, and company culture. Gupta covers each aspect in vivid detail while providing navigation tips and best practices along the way. Filled with rich and illuminating case studies of companies at the forefront of digital transformation, Driving Digital Strategy is the comprehensive guide you need to take full advantage of the limitless opportunities the digital age provides.*

*La tecnología está cambiando las reglas del negocio minorista. Ahora, la mayoría de los clientes compra desde sus smartphones, no en tiendas físicas. Confían más en las redes sociales y en las opiniones de otros compradores que en la publicidad de las propias marcas. En este nuevo contexto, las estrategias del marketing tradicional ya no dan resultados, necesitamos, por tanto, un nuevo modelo que ayude a las marcas a mejorar la experiencia de cliente, desde que el potencial cliente descubre un producto hasta que decide comprarlo. La digitalización en el comercio minorista ha marcado una nueva fase, la del retail 4.0. Este libro proporciona un marco interpretativo para que los profesionales puedan comprender y gestionar sus comercios desde esta nueva perspectiva. Da una serie de consejos estratégicos para fusionar el marketing tradicional con el digital, elegir las tecnologías más funcionales, alinear la información que se transmite tanto online como offline y, finalmente, conseguir que las tiendas físicas se conviertan en destinos a los que querer ir, para así ganar la lealtad del consumidor y defenderse de la competencia más agresiva. Kotler y Stigliano proponen diez reglas fundamentales para gestionar con éxito el comercio minorista en la era digital. En cada regla, se profundiza en las implicaciones que tiene en la realidad, mediante entrevistas a CEO de empresas de retail tan importantes como, Lincoln México, iZettle, My Caribu, Vtex, Telefónica, FNAC, Moleskine, Levi Strauss, Coccinelle, etcétera.*

*This edited volume provides new perspectives on how shame is experienced and transformed within digital worlds and Industry 4.0. The editors and authors discuss how individuals and organisations can constructively transform shame at work, in professional and private contexts, and with regard to socio-cultural lifestyle changes, founded in digitalisation and Industry 4.0. The contributions in this volume enable researchers and practitioners alike to unlock the topic of shame and its specifics in the highly dynamic and rapidly changing times to explore this emotion in depth in connection with remote workplaces, home office, automated realities and smart systems, or digitalised life- and working styles. By employing transdisciplinary and transcultural perspectives, the volume further discusses shame in the context of new lifestyles, religion, gender, sexual suppression, mental illness, and the nature of citizenship. Researchers, practitioners and students in the fields of industrial and organisational psychology, positive psychology, organisational studies, future studies, health and occupational science and therapy, emotion sciences, management, leadership and human resources will find the contributions highly topical, insightful and applicable to practice. Fresh, timely, thought-provoking with each turn of the page, this impressive volume explores shame in today's world. Moving beyond the simple "guilt is good; shame is bad" perspective, authors from diverse disciplines examine adaptive and maladaptive aspects of shame in the context of contemporary issues (e.g., social media use, COVID-19) via multiple cultural and social lenses. Aptly named, Shame 4.0 is a treasure trove of rich ideas ripe for empirical study – a blueprint for the next generation of research on this complex and ubiquitous emotion. Bravo! --June Tangney, PhD, University Professor and Professor of Psychology, George Mason University, USA*

*Uncovering Shame - To a much greater extent than other emotions like anger, grief, and fear, until recently most shame in modern societies has been hidden from sight. The text you see in this book is one of the steps that is being taken to make it more visible and therefore controllable. -- Thomas Scheff, Prof. Emeritus Department of Sociology, UCSB, Santa Barabara, Ca.*

*Il libro esplora le implicazioni della trasformazione digitale e dell'industria 4.0. Gli autori discutono come individui e organizzazioni possano trasformare positivamente la vergogna sul lavoro, in contesti professionali e privati, e in relazione ai cambiamenti dello stile di vita socio-culturale, fondati nella digitalizzazione e nell'industria 4.0. I contributi in questo volume consentono a ricercatori e praticanti di svelare il tema della vergogna e i suoi aspetti specifici in tempi altamente dinamici e in rapida evoluzione, per esplorare questa emozione in profondità in connessione con luoghi di lavoro remoti, uffici domestici, realtà automatizzate e sistemi intelligenti, o stili di vita e di lavoro digitalizzati. Attraverso prospettive multidisciplinari e transculturali, il volume discute ulteriormente la vergogna nel contesto di nuovi stili di vita, religione, genere, soppressione sessuale, malattia mentale e natura della cittadinanza. Ricercatori, praticanti e studenti nei campi della psicologia industriale e organizzativa, psicologia positiva, studi organizzativi, studi futuri, salute e scienze occupazionali, scienze della terapia, scienze delle emozioni, management, leadership e risorse umane troveranno i contributi altamente pertinenti, approfonditi e applicabili alla pratica. Freschi, tempestivi, stimolanti e provocatori con ogni svolta di pagina, questo impressionante volume esplora la vergogna nel mondo contemporaneo. Andando oltre la semplice prospettiva "la colpa è buona; la vergogna è cattiva", gli autori da diverse discipline esaminano aspetti adattivi e maladattivi della vergogna nel contesto di questioni contemporanee (ad esempio, l'uso dei social media, COVID-19) attraverso molteplici lenti culturali e sociali. Appositamente intitolato, Shame 4.0 è un tesoro di idee mature per lo studio empirico – una guida per la prossima generazione di ricerca su questa complessa e ubiqua emozione. Bravo! --June Tangney, PhD, University Professor and Professor of Psychology, George Mason University, USA*

Developments in the Caribbean

Advances in Computer Science for Engineering and Education

Proceedings of ICTIS 2018, Volume 2

Information and Communication Technology for Intelligent Systems

ESORICS 2018 International Workshops, DPM 2018 and CBT 2018, Barcelona, Spain, September 6-7, 2018, Proceedings

Public Service Excellence in the 21st Century

The book gathers papers addressing state-of-the-art research in all areas of Information and Communication Technologies and their applications in intelligent computing, cloud storage, data mining and software analysis. It presents the outcomes of the third International Conference on Information and Communication Technology for Intelligent Systems, which was held on April 6–7, 2018, in Ahmedabad, India. Divided into two volumes, the book discusses the fundamentals of various data analytics and algorithms, making it a valuable resource for researchers' future studies.

Role of Blockchain Technology in IoT Applications, Volume 115 in the Advances in Computers series, reviews the latest information on this topic that promises many applications in human life. According to forecasts made by various market research/survey agencies, there will be around 50 Billion connected devices (IoT) by 2020. Updates in this new release include chapters on the Technical Aspects of Blockchain and IoT, Integrated Platforms for Blockchain-Enablement, Intersections Between IoT and Distributed Ledger, Blockchain and Artificial Intelligence: How and Why Combining These Two Groundbreaking Technologies, Blockchain Applications in Health Care and Opportunities and Advancements Due to New Information Technology Frameworks, and more. Explores blockchain technology research trends in secured device to device communication Includes updates on secure vehicular communication (VANET) using blockchain technology Provides the latest on secure IoT communication using blockchain technology Presents use cases of blockchain technology in healthcare, the food chain, ERP and other emerging areas

This book presents a system view of the digital scientific and technological revolution, including its genesis and prerequisites, current trends, as well as current and potential issues and future prospects. It gathers selected research papers presented at the 12th International Scientific and Practical Conference, organized by the Institute of Scientific Communications. The conference "Artificial Intelligence: Anthropogenic Nature vs. Social Origin" took place on December 5–7, 2019 in Krasnoyarsk, Russia. The book is intended for academic researchers and independent experts studying the social and human aspects of the Fourth Industrial Revolution and the associated transition to the digital economy and Industry 4.0, as well as the creators of the legal framework for this process and its participants – entrepreneurs, managers, employees and consumers. It covers a variety of topics, including "intelligent" technologies and artificial intelligence, the digital economy, the social environment of the Fourth Industrial Revolution and its consequences for humans, the regulatory framework of the Fourth Industrial Revolution, and the "green" consequences, prospects and financing of the Fourth Industrial Revolution.

This book goes beyond the hype, delving into real world technologies and applications that are driving our future and examines the possible impact these changes will have on industries, economies and society at large. It details the actions governments and regulators must take in order to ensure these changes bring about positive benefits to the public without stifling innovation that may well be the future source of value creation. It examines how organisations in world of digital ecosystems, where industry boundaries are blurring, must undertake radical digital transformation to survive and thrive in this new digital world. The reader is taken through a framework that critically examines (i) Digital Connectivity including 5G and IoT; (ii) Data Capture and Distribution which includes smart connected verticals; (iii) Data Integrity, Control and Tokenisation that includes cyber security, digital signatures, blockchain, smart contracts, digital assets and cryptocurrencies; (iv) Data Processing and Artificial Intelligence; and (v) Disruptive Applications which include platforms, virtual and augmented reality, drones, autonomous vehicles, digital twins and digital assistants.

Technology Optimization and Change Management for Successful Digital Supply Chains

First EAI International Conference, DIONE 2020, Florianópolis, Brazil, March 19-20, 2020, Proceedings

Mit Algorithmen zum wirtschaftlichen Erfolg

19th International Conference, Saint Petersburg, Russia, July 1–4, 2019, Proceedings, Part V

Handbook of Research on Driving Transformational Change in the Digital Built Environment

Künstliche Intelligenz

*The importance of demonstrating the value achieved from IT investments is long established in the Computer Science (CS) and Information Systems (IS) literature. However, emerging technologies such as the ever-changing complex area of cloud computing present new challenges and opportunities for demonstrating how IT investments lead to business value. Recent reviews of extant literature highlights the need for multi-disciplinary research. This research should explore and further develops the conceptualization of value in cloud computing research. In addition, there is a need for research which investigates how IT value manifests itself across the chain of service provision and in inter-organizational scenarios. This open access book will review the state of the art from an IS, Computer Science and Accounting perspective, will introduce and discuss the main techniques for measuring business value for cloud computing in a variety of scenarios, and illustrate these with mini-case studies.*

*This book offers a synthesis of investigations on the ethics, governance and policies affecting the design, development and deployment of artificial intelligence (AI). Each chapter can be read independently, but the overall structure of the book provides a complementary and detailed understanding of some of the most pressing issues brought about by AI and digital innovation. Given its modular nature, it is a text suitable for readers who wish to gain a reliable orientation about the ethics of AI and for experts who wish to know more about specific areas of the current debate.*

*This is a story of reinvention. Jim Whitehurst, celebrated president and CEO of one of the world's most revolutionary software companies, tells first-hand his journey from traditional manager (Delta Air Lines, Boston Consulting Group) and "chief" problem solver to CEO of one of the most open organizational environments he'd ever encountered. This challenging transition, and what Whitehurst learned in the interim, has paved the way for a new way of managing—one this modern leader sees as the only way companies will successfully function in the future. Whitehurst says beyond embracing the technology that has so far disrupted entire industries, companies must now adapt their management and organizational design to better fit the Information Age. His mantra? "Adapt or die." Indeed, the successful company Whitehurst leads—the open source giant Red Hat—has become the organizational poster child for how to reboot, redesign, and reinvent an organization for a decentralized, digital age. Based on open source principles of transparency, participation, and collaboration, "open management" challenges conventional business ideas about what companies are, how they run, and how they make money. This book provides the blueprint for putting it into practice in your own firm. He covers challenges that have been missing from the conversation to date, among them: how to scale engagement; how to have healthy debates that net progress; and how to attract and keep the "Social Generation" of workers. Through a mix of vibrant stories, candid lessons, and tested processes, Whitehurst shows how Red Hat has blown the traditional operating model to pieces by emerging out of a pure bottom up culture and learning how to execute it at scale. And he explains what other companies are, and need to be doing to bring this open style into all facets of the organization. By showing how to apply open source methods to everything from structure, management, and strategy to a firm's customer and partner relationships, leaders and teams will now have the tools needed to reach a new level of work. And with that new level of work comes unparalleled success. The Open Organization is your new resource for doing business differently. Get ready to make traditional management thinking obsolete.*

*This book features high-quality, peer-reviewed research papers presented at the First International Conference on Computer Science, Engineering and Education Applications (ICCSEEA2018), held in Kiev, Ukraine on 18–20 January 2018, and organized jointly by the National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute" and the International Research Association of Modern Education and Computer Science. The state-of-the-art papers discuss topics in computer science, such as neural networks, pattern recognition, engineering techniques, genetic coding systems, deep learning with its medical applications, as well as knowledge representation and its applications in education. It is an excellent reference resource for researchers, graduate students, engineers, management practitioners, and undergraduate students interested in computer science and their applications in engineering and education.*

A Bold Transition to Next Generation Networking

Indicators, Models and Assessment for Industry 5.0

Computational Science and Its Applications – ICCSA 2018

Computational Science and Its Applications – ICCSA 2019

Healthcare Value Proposition

Igniting Passion and Performance

The six volumes LNCS 11619-11624 constitute the refereed proceedings of the 19th International Conference on Computational Science and Its Applications, ICCSA 2019, held in Saint Petersburg, Russia, in July 2019. The 64 full papers, 10 papers presented were carefully reviewed and selected from numerous submissions. The 64 full papers are organized in the following five general tracks: computational methods, algorithms and scientific applications; high performance computing; modeling, graphics and visualization; advanced and emerging applications; and information systems and technologies. The 259 workshop papers were presented at 33 workshops in various areas of computational sciences, ranging from computer graphics to specific areas of computational sciences, such as software engineering, security, artificial intelligence and blockchain technologies.

PRAISE FOR THE ANALYTICS LIFECYCLE TOOLKIT "Full of wisdom and experience about analytics, this book's greatest strength is its lifecycle approach. From framing the question to getting results, you'll learn how analytics can really have a positive impact on organizations." —Thomas H. Davenport, Ph.D., Author of Competing on Analytics and Only Humans Need Apply "This book condenses a lot of deep thinking on the wide field of analytics strategy. Analytics is not easy—there are no quickie AI/ML solutions and understanding your data, your business, or your processes. You have to build a diverse team of talent. You have to respect the hazards of 'fishing expeditions' that may need false-discovery-rate adjustments. You should consider designed experiments as a process, something that observational data may hint at, but not provide complete understanding. There are dimensions of data wrangling, feature engineering, and data sense-making that all call for different skills. But with deep investment into processes and tremendous opportunity for improvements. This book puts analytics in the context of a strategic business system, with all its dimensions." —John Sall, Ph.D., SAS co-founder and chief architect of JMP "The Analytics Lifecycle provides a prescription for organizations aiming to develop a high-performing and scalable analytics capability. Greg organizes and develops with unusual clarity some of the critical nontechnical aspects of the analytics value-chain, and links them with a comprehensive practice. Studying this map of how to negotiate the challenges to effectiveness and efficiency in analytics could save organizations months, or even years of painful trial and error on the road to proficiency." —Scott Radcliff, Director of Analytics at Cox Communications "Many books exist that answer the question 'what is the right tool to solve a problem?' This is one of the few books I've read that answers the much more difficult question 'how do we make analytics become transformative for our organization?' Incorporating elements of data science, design thinking, and organizational theory, this book is a valuable resource for executives looking to build analytics into their organizational DNA, data scientists looking to expand their role, and business analysts looking to understand the value of analytics programs that teach students not just how to do data science, but how to use data science to affect tangible change." —Jeremy Petranka, Ph.D., Assistant Dean Master of Quantitative Management at Duke University's Fuqua School of Business "thinking person's guide to analytics.' Greg has gone deep on some topics and provided considerable references across the analytics lifecycle. This is one of the best books on analytics I have read...and I think I have read them all!" —Bob Glazer, Director of Analytics, Highmark Health

Companies across different industries are launching technology-enabled (digital) business transformation programs to improve their strategic, tactical, and operational supply chain processes. The greatest challenges that they are facing in the digital age are the lack of knowledge of the digital transformation life cycle and poorly addressing or neglecting the "people-related" aspects of them. Therefore, improvement initiatives have been short-lived or incomplete, and expected business benefits have not been realized. Technology Optimization and Change Management for Successful Digital Supply Chains is a pivotal reference source that provides vital research on the application of digital business transformation programs to improve strategic, tactical, and operational supply chain processes. While highlighting topics such as maturity models, predictive analysis, and communication planning, this publication explores the limited literature in the field of digital supply chain optimization and business transformation, and offers proven tactics from the industry. This book is ideally designed for program managers, engineers, students, and practitioners seeking current research on the field's latest best practices on digital supply chain enablement.

Analytics Best Practices: A Business-driven Playbook for Creating Value through Data Analytics

Data Privacy Management, Cryptocurrencies and Blockchain Technology

Security, Privacy and Trust in the IoT Environment

Emerging Research and Opportunities

IBM Reference Architecture for High Performance Data and AI in Healthcare and Life Sciences