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# B2b B2c Research

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4th International Workshop, CONVERSATIONS  
2020, Virtual Event, November 23-24, 2020,  
Revised Selected Papers

Digital Entrepreneurship and the Sharing  
Economy

Handbook of Research on Innovation and  
Development of E-Commerce and E-Business in  
ASEAN

Management Information Systems for Enterprise  
Applications: Business Issues, Research and  
Solutions

Applications of Emergent and Neglected Methods  
Advances in Production Research

Progress in WWW Research and Development  
Content Inc.: How Entrepreneurs Use Content to  
Build Massive Audiences and Create Radically  
Successful Businesses

Complexity in Entrepreneurship, Innovation and  
Technology Research

2020 International Conference on Applied  
Economics (ICOAE)

Cambridge Marketing Handbook: Research  
Chatbot Research and Design

User Tested

Marketing Research

Market-Driven Thinking

Technical, Methodological and Social Perspectives  
A Concise Guide for Beginners

Handbook of Research in Mobile Business, Second

Edition: Technical, Methodological and Social Perspectives

Lean B2B

Text and Cases

Statistical Methods in e-Commerce Research

Build Products Businesses Want

Widening International Entrepreneurship Research

It's Human to Human #H2h

The Palgrave Handbook of FinTech and Blockchain

9th International Conference, BIR 2010, Rostock, Germany, September 29--October 1, 2010, Proceedings

Handbook of Research on Innovations in Technology and Marketing for the Connected Consumer

A business model for the digital B2C/B2B platform. The development based on an ecosystem

Marketing Research

Handbook of Research on Social and Organizational Liabilities in Information Security

Research Anthology on Strategies for Using Social Media as a Service and Tool in Business

There Is No B2B Or B2c

Innovative Methodologies in Enterprise Research Concepts, Methodologies, Tools, and Applications Interdisciplinary Research in Technology and Management

Inside the Buyer's Brain

Perspectives in Business Informatics Research

Business Issues, Research and Solutions  
Research and Practical Issues of Enterprise  
Information Systems

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**SINGH  
HEZEKIAH**

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**4th  
International  
Workshop,  
CONVERSATIONS 2020,  
Virtual  
Event,  
November  
23-24, 2020,  
Revised  
Selected  
Papers**

Springer  
Nature  
"This book  
collects the  
latest  
research  
advances in  
the rapidly  
evolving field  
of mobile  
business"--  
Provided by

publisher.  
Digital  
Entrepreneurs  
hip and the  
Sharing  
Economy  
Springer  
Financial  
services  
technology  
and its effect  
on the field of  
finance and  
banking has  
been of major  
importance  
within the last  
few years. The  
spread of  
these so-  
called  
disruptive  
technologies,  
including  
Blockchain,  
has radically  
changed  
financial

markets and  
transformed  
the operation  
of the industry  
as a whole.  
This is the first  
multidisciplina  
ry handbook  
of FinTech and  
Blockchain  
covering  
finance,  
economics,  
and legal  
aspects  
globally. With  
comprehensiv  
e coverage of  
the current  
landscape of  
financial  
technology  
alongside a  
forward-  
looking  
approach, the  
chapters are  
devoted to the

spread of structured finance, ICT, distributed ledger technology (DLT), cybersecurity, data protection, artificial intelligence, and cryptocurrencies. Given an unprecedented 2020, the contributions also address the consequences of the current emergency, and the pandemic stroke, which is revolutionizing social and economic paradigms and heavily

affecting Fintech, Blockchain, and the banking sector as well, and would be of particular interest to finance academics and researchers alongside banking and financial services professionals. **Handbook of Research on Innovation and Development of E-Commerce and E-Business in ASEAN** Edward Elgar Publishing Understanding marketing

research to make better business decisions An ideal resource for busy managers and professionals seeking to build and expand their marketing research skills, The Market Research Toolbox, Fourth Edition describes how to use market research to make strategic business decisions. This comprehensive collection of essential market research techniques, skills, and

applications helps readers solve real-world business problems in a dynamic and rapidly changing business atmosphere. Based on real-world experiences, author Edward F. McQuarrie gives special attention to business-to-business markets, technology products, Big Data, and other web-enabled approaches. Readers with limited time or resources can easily translate the approaches

from mass markets, simple products, and stable technologies to their own situations. Readers will master background context and the questions to ask before conducting research, as well as develop strategies for sorting through the extensive specialized material on market research. Management Information Systems for Enterprise Applications: Business

Issues, Research and Solutions  
Pearson UK  
This book covers the fundamentals of research, including all the basic elements of method, techniques and analysis. The presentation is from primarily a pragmatic and user-oriented perspective which aides the student to evaluate the research presented to them. It explores cutting-edge technologies and new horizons while

assuring students have a thorough grasp of research fundamentals. It contains a wealth of modern methods and techniques not found in competing texts; provides numerous illustrative cases at the end of each section; integrates international marketing research throughout instead of placing it in a separate chapter; has a full chapter devoted to the essential topic

of online research. *Applications of Emergent and Neglected Methods* SAGE The contributors to this book explore the role and importance of qualitative, interpretist research in the dynamic field of enterprise. They establish the link between the innovative nature of small enterprise and the need to utilise research methodologies, which are themselves innovative.

The book highlights the fact that enterprise research has the advantage of sufficient youth as a research discipline to permit a wide scope for new and innovative research studies. Probing this unexplored terrain therefore requires exploratory research methods supported by inductive research techniques. These methods and techniques are examined in detail:

topics covered are diverse, ranging from a review of quantitative research methodologies and the integration of methodological philosophies and approaches; to the application of two novel analytical techniques. Convergent interviewing, action research, case research and marketing research for isolated SMEs are all also explored in depth. This book will provide academics,

researchers and students with a cohesive body of material on the use of interpretist research techniques in all areas of enterprise research.

### **Advances in Production Research IGI**

Global This volume discusses the challenge of dealing with complexity in entrepreneurship, innovation and technology research. Businesses as well as entire economies are increasingly being

confronted by widespread complex systems. Fields such as entrepreneurship and innovation cannot ignore this reality, especially with their inherent links to diverse research fields and interdisciplinary methods. However, most methods that allow more detailed analyses of complex problems are either neglected in mainstream research or are, at best, still emerging. Against this

backdrop, this book provides a forum for the discussion of emergent and neglected methods in the context of complexity in entrepreneurship, innovation and technology research, and also acts as an inspiration for academics across related disciplines to engage more in complexity research.

Progress in WWW Research and Development  
 Psychology Press  
 The NEW Rulebook for Entrepreneurial

Success  
 What's the surest way to startup failure? Follow old, outdated rules. In Content Inc., one of today's most sought-after content-marketing strategists reveals a new model for entrepreneurial success. Simply put, it's about developing valuable content, building an audience around that content, and then creating a product for that audience. Notice a shift?  
 Author Joe Pulizzi flips

the traditional entrepreneurial approach of first creating a product and then trying to find customers. It's a brilliant reverse-engineering of a model that rarely succeeds. The radical six-step business-building process revealed in this book is smart, simple, practical, and cost-effective. And best of all, it works. It's a strategy Pulizzi used to build his own successful company, Content Marketing



Institute, which has landed on Inc. magazine's list of fastest growing private companies for three years straight. It's also a strategy countless other entrepreneurs use to build their own multi-million dollar companies. Build an audience and you'll be able to sell pretty much anything you want. Today's markets are more dynamic and customers are more fickle than ever before.

Why would you put all your eggs in one basket before securing a loyal customer base? Content Inc. shows you how to get customers first and develop products later. It's the best way to build a solid, long-lasting business positioned for today's content-driven world. This is the simple but profoundly successful entrepreneurial approach of one of today's most creative business minds. A

pioneer of content marketing, Pulizzi has cracked to code when it comes to the power of content in a world where marketers still hold fast to traditional models that no longer work. In Content Inc., he breaks down the business-startup process into six steps, making it simple for you to visualize, launch, and monetize your own business. These steps are: • The "Sweet Spot":

Identify the intersection of your unique competency and your personal passion •

Content Tilting: Determine how you can “tilt” your sweet spot to find a place where little or no competition exists •

Building the Base: Establish your number-one channel for disseminating content (blog, podcast, YouTube, etc.) •

Harvesting Audience: Use social-media and SEO to convert one-

time visitors into long-term subscribers •

Diversification : Grow your business by expanding into multiple delivery channels •

Monetization: Now that your expertise is established, you can begin charging money for your products or services

This model has worked wonders for Pulizzi and countless other examples detailed in the book. Connect these six pieces like a puzzle, and before you

know it, you’ll be running your own profitable, scalable business.

Pulizzi walks you step by step through the process, based on his own success (and failures) and real-world multi-million dollar examples from multiple industries and countries.

Whether you’re seeking to start a brand-new business or drive innovation in an existing one, Content Inc. provides everything you need to

reverse-engineer the traditional entrepreneurial model for better, more sustainable success. Joe Pulizzi is an entrepreneur, professional speaker, and podcaster. He is the founder of several startups, including the Content Marketing Institute (CMI), recognized as the fastest growing business media company by Inc. magazine in 2014. CMI produces Content Marketing World, the

world's largest content marketing event, and publishes the leading content marketing magazine, Chief Content Officer. Pulizzi's book Epic Content Marketing was named one of Fortune magazine's Five Must Read Business Books of the Year. Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses

Springer Science & Business Media Market-Driven Thinking provides a useful mental model and tools for learning about how executives and customers think within marketplace contexts. When the need to learn about how executives and customer think is recognized, a solution is usually implemented automatically, with no thought given to the relative worth of

alternative methods to learn fill the need. Thus, the "dominant logics" (most often implemented methods) to learn about thinking are written surveys and focus group interviews--two research methods that almost always fail to provide valid and useful answers on how and why executives and customers think the way they do. Through descriptive research, MDT examines the actual

thinking and actions by executives and customers related to making marketplace decisions. The book aims to achieve three objectives: \* Increase the reader's knowledge of the unconscious and conscious thinking processes of participants marketplace contexts \* Provide research tools useful for revealing the unconscious and conscious thinking processes of executives and customers

\* Provide in-depth examples of these research tools in both business-to-business and business-to-consumer contexts This book asks how we actually go about thinking, examining this process and its influences within the context of B2B and B2C marketplaces in developed nations.

**Complexity in Entrepreneurship, Innovation and Technology Research**

Routledge Customer equity has emerged as the most important metric to manage firm performance. This Handbook covers a broad range of strategic and tactical issues related to defining, measuring, managing, and implementing the customer equity metric for maximizin

*2020 International Conference on Applied Economics (ICOAE)* Kogan Page Publishers Connected

customers, using a wide range of devices such as smart phones, tablets, and laptops have ushered in a new era of consumerism. Now more than ever, this change has prodded marketing departments to work with their various IT departments and technologists to expand consumers' access to content. In order to remain competitive, marketers must integrate

marketing campaigns across these different devices and become proficient in using technology. The Handbook of Research on Innovations in Technology and Marketing for the Connected Consumer is a pivotal reference source that develops new insights into applications of technology in marketing and explores effective ways to reach consumers through a wide range of devices. While

highlighting topics such as cognitive computing, artificial intelligence, and virtual reality, this publication explores practices of technology-empowered digital marketing as well as the methods of applying practices to less developed countries. This book is ideally designed for marketers, managers, advertisers, branding teams, application developers, IT specialists,

academicians, researchers, and students.

**Cambridge Marketing Handbook: Research**

Edward Elgar Publishing Distribution channels are the most complex element of the marketing mix to fully grasp and to profitably manage. In this Handbook the authors present cutting-edge research on channel management and design from analytical, conceptual, and empirical perspectives.

The breadth of this Handbook makes it appropriate for use in a doctoral course on distribution channels, or as a knowledge-broadening resource for faculty and researchers who wish to understand types of channels research that are outside the scope of their own approach to distribution. *Chatbot Research and Design* Springer The conference on 'Interdisciplina

ry Research in Technology and Management” was a bold experiment in deviating from the traditional approach of conferences which focus on a specific topic or theme. By attempting to bring diverse inter-related topics on a common platform, the conference has sought to answer a long felt need and give a fillip to interdisciplinary research not only within the technology domain but across domains in

the management field as well. The spectrum of topics covered in the research papers is too wide to be singled out for specific mention but it is noteworthy that these papers addressed many important and relevant concerns of the day. User Tested Springer Innovation and novel leadership strategies have aided the successful growth of the fashion industry

around the globe. However, as the dynamics of the industry are constantly changing, a deficit can emerge in the overall comprehension of industry strategies and practices. The Handbook of Research on Global Fashion Management and Merchandising explores the various facets of effective management procedures within the fashion industry. Featuring research on entrepreneurship,

operations management, marketing, business modeling, and fashion technology, this publication is an extensive reference source for practitioners, academics, researchers, and students interested in the dynamics of the fashion industry.

*Marketing*

*Research IGI*

Global

Master's

Thesis from the year 2020

in the subject

Business

economics -

Business

Management,

Corporate

Governance, grade: 1.0, AKAD University of Applied Sciences Stuttgart, language: English, abstract: This thesis deals with the development of a suitable business model for a digital platform in the AA company. For this purpose, a suitable process model with appropriate instruments for the development of an ecosystem-based platform must

be found.

What is the process for building a successful business model for a digital platform? This research question is at the center of our work. The master thesis is a contribution to the process of building an ecosystem-based digital platform. Two basic directions must be followed in the creation of a data-centric digital platform: The construction of a digital ecosystem



and the establishment of a business model. Digital change brings with it many changes, including high dynamics and the need to react, pressure on companies to innovate, new distribution channels and complex relationships with customers and partners. Companies are focusing their strategic orientation on digital structures, planning horizons and market boundaries are

expanding, and ecosystems and platforms are being created as a result. Digital platforms are seen as the foundation of future value creation systems; they coordinate supply and demand in an ecosystem. In order to achieve the primary research goal, the modal goals were formulated: Determination of the success factors as strategic guidelines for the business model of the digital

platform; development of the procedural model for building the ecosystem and creation of a business model for the platform. The modal goals were assigned to the two fields of investigation. The findings on the success factors of the digital platform from investigation field 1 flow into investigation field 2, in which a business model for the digital platform is set up. The

success factors were identified on the basis of a literature search. These were expanded in field of investigation 1 by evaluating the scientific works and studies available in the database and by subsequent group interviews.

*Market-Driven Thinking*  
Purematter  
"This book offers insightful articles on the most salient contemporary issues of managing social and

human aspects of information security"-- Provided by publisher.

**Technical, Methodological and Social Perspectives**  
IGI Global  
Following the success of international bestseller *How Brands Grow: What Marketer's Don't Know* comes a new book that takes readers further on a journey to smarter, evidence-based marketing.

*How Brands Grow Part 2*, by Jenni

Romaniuk and Byron Sharp, is about fundamentals of buying behaviour and brand performance - fundamentals that provide a consistent roadmap for brand growth, and improved marketing productivity.

*Ride the next wave of marketing knowledge with insights such as how to build Mental Availability, metrics to assess the strength of your brand's Distinctive Assets and a framework to*

underpin your brand's Physical Availability strategy. Learn practical insights such as smart ways to look at word of mouth and the sort of advertising needed to attract new brand buyers. This book is also a must read for marketers working in emerging markets, services, durables and luxury categories, with evidence that will challenge conventional wisdom about

growing brands in these markets. If you've ever wondered if word of mouth has more impact in China, if luxury brands break all the rules of marketing or if online shoppers are more loyal to brands or retailers, this book is for you. If you read and loved *How Brands Grow*, it's time to move to the next level of marketing. And if you haven't, get ready -- this book will

change the way you think about marketing forever. [A Concise Guide for Beginners](#) IGI Global As marketers, we've been trained to speak "business to business" (B2B) or "business to consumer" (B2C). But instead of this creating a simple framework for dialogue between humans, it set forth an unnatural language for marketers, using words like "synergy"

and "speeds and feeds" to tell the stories of products and services to their buyers and partners. The fact is that businesses do not have emotion. Products do not have emotion. Humans do. Humans want to feel something. And humans make mistakes. In Human #H2H, Bryan explores the many facets of why and how communication today needs to be adjusted

to keep up with our ever-evolving and fast moving social and digital world. Through anecdotes from his own experiences as president of a Silicon Valley marketing firm, he both inspires new ways of finding commonality in our humanity, but also practical tools to think like a human marketer again. Specifically, you'll learn: The Four Rules of Social Context How Human

Sensory Building will make you a better Marketer The Secrets to Making Ideas Crowd Worthy, with real world examples How to be "Delightfully Disruptive" Insights into building a Social Business What it means to have a "Focker Moment" and why they should be celebrated Embedded are short intimate video conversations with some of today's most forward-thinking

humans; Jonathan Becher, CMO at SAP, Charlene Li, author and co-founder of The Altimeter Group, and KareAnderson, Emmy Award-winning journalist and founder of the Say It Better Center. If you're looking to bring back the human side of communication, in all its imperfection, empathy, and simplicity, Human to Human #H2H is for you."

**Handbook of Research in Mobile Business,**

**Second Edition: Technical, Methodological and Social Perspectives**  
Routledge  
Coverage in this proceedings volume includes data mining and knowledge discovery, wireless, sensor networks and grid, XML and query processing and optimization, security, information extraction, semantic Web and Web applications, and workflow and

middleware. *Lean B2B Academic Conferences International* The conference series BIR (Business Informatics Research) was established 10 years ago in Rostock as an initiative of researchers from Swedish and German universities. The objective was to create a global forum where researchers in business informatics, seniors as well as juniors, could meet, collaborate and - change ideas. Over

the years BIR has matured into a series of international conferences, typically organized in the Baltic Sea region, including Norway and Iceland. A steering committee ensures the high quality of the BIR proceedings. We are very proud that this year an international and very well known editor has agreed to publish selected papers of the conference. The interest in the conference in

terms of submissions and participation has steadily increased over the years. This year, we received 53 contributions among which 14 submissions were accepted as long papers and 4 as short papers. A few additional contributions were invited for presentation at the conference. The selection was carefully carried out by an International Program Committee. The result is a set

of interesting and stimulating papers that address important issues such as knowledge management, ontologies, models, work?ow specifications, data bases and OLAP. The conference was opened by an invited technical talk by Dr. Klaus Brunnstein from The University of Hamburg who discussed the topic "The Information Society on the Way to Web 3.0: Perspectives, Opportunities and Risks",

which is challenging for all of us. Text and Cases SAGE Publications  
A straightforward guide to the key things that all marketers need to know about marketing research. This handbook takes the reader step by step through: the basic principles of market and marketing research; the

key roles that research plays in marketing decision making; how to go about planning your research; the types of data and key steps to follow in gathering them; how to go about getting your research done - the all important briefing and proposal process; specifics on secondary and primary data methodologies

; how to justify research in financial benefit terms; how to decide on what sampling approach to use and finally legal and ethical aspects that must be considered. The handbook recognizes the especial importance of online research in today's world and covers this in detail in a separate section.