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Modern Entrepreneurship and E-Business Innovations

Süphan NASIR (Istanbul University, Turkey)

Technology has emerged as an important component in businesses and organizations by allowing for modern innovations through the internet and other information and communication technologies.

Modern Entrepreneurship and E-Business Innovations provides advanced knowledge of e-entrepreneurship and innovation as well as emerging theories, applications and challenges. This book is an essential reference source for researchers, practitioners, and executives interested in a better understanding of a comprehensive framework for e-business and entrepreneurship.

Topics Covered:

- Business Plans
- E-Entrepreneurship and Innovation
- Electronic Business
- Entrepreneurial Adoption Decisions
- ICTs in the Micro-Enterprise
- Role of ICTs in E-Entrepreneurship
- Social Media Adoption

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