Business Management and Communication Perspectives in Industry 4.0

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Description:

Changes in the global economy bring new dynamics, concepts, and implications that require digitalization and adaptation. The new “normal” has changed, and companies must adopt such strategies if they want to survive in the ever-changing business environments.

Business Management and Communication Perspectives in Industry 4.0 is a pivotal reference source that provides vital research on the planning, implementing, and evaluating of strategies for the new industry standards. While highlighting topics such as artificial intelligence, digital leadership, and management science, this publication theorizes about tomorrow’s business and communication environments based on the past and present of the concepts. This book is ideally designed for managers, researchers, educators, students, professionals, and policymakers seeking current research on blending managerial and communicational concepts with a multidisciplinary approach.

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Topics Covered:

- Artificial Intelligence
- Business Technologies
- Crisis Management
- Data Analysis
- Digital Leadership
- Digital Marketing
- Management Science
- Risk Management
- Social Media
- Supply Chain Management

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