

From Micro to Macro: Dealing with Uncertainties in the Global Marketplace

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Abstrak

The focus of the volume is on dealing with uncertainties and challenges within the global marketplace brought by digital technology companies that are leveraging artificial intelligence, machine learning, cloud computing, robotic automation, augmented reality, and other recent advancements. Additionally, these companies operate in the sharing economy and offer collaborative consumption opportunities. Featuring contributions presented at the 2020 Academy of Marketing Science (AMS) Virtual Annual Conference, the enclosed contributions assess the impact of these radical and disruptive innovations on long-standing incumbents and traditional industries, as well as consumer experiences.

Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complementing the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science