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Details

This book brings together selected papers from the Fourth International Conference on Research in Management and Technovation held in Hanoi, Vietnam, in 2023, with a focus on defining action-based plans around innovation and technology as tools for societal and organizational advancement. Today's business and technology intersections are obvious. Cloud-sharing, scheduling, and virtual conference rooms are some of the few examples. Cutting-edge academic researchers use business and technology every day to navigate volatility, uncertainty, complexity, and ambiguity (VUCA) in the environment, make good judgments, stay ahead of the competition, better their marketing tactics, and create new business initiatives. The research highlighted in this book aims to demonstrate how technology empowers managers, strategists, and researchers to make decisions that are data-driven and effective.

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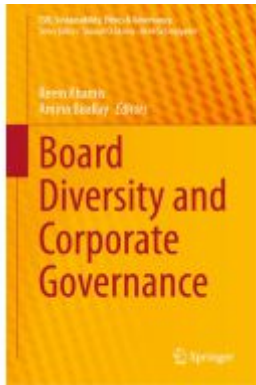
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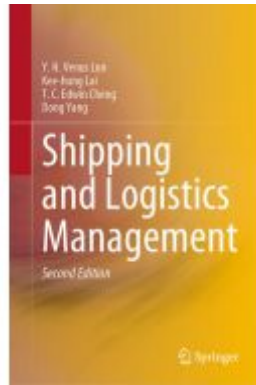
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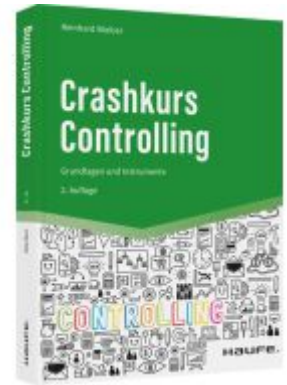
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