

Emerging Trends and Innovation in Business and Finance

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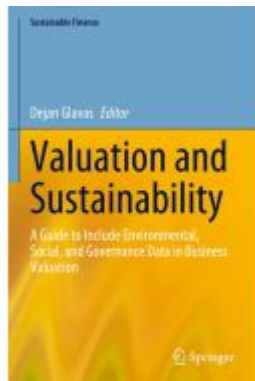
Details

This book explores diverse dimensions of innovation in business and finance from a micro as well as macro perspective through various case studies and analyses of trends. The previous decade is known as the era of digital transformation and innovation. The rise of new technologies is having an impact on the global trends and leading to innovation in business and finance. In this competitive market, businesses and financial institutions must be responsive to the trends in order to survive and thrive, governments must cope with the complex and uncertain environments by being smart, transforming service delivery, and implementing smart governance practices, and entrepreneurs and investors are faced with alternative sources of finance and investment.

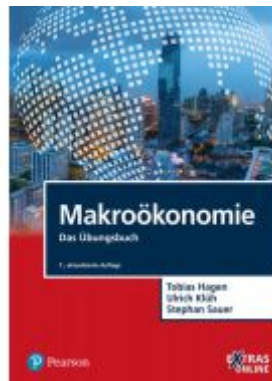
However, keeping up with these trends and innovations is fraught with its own set of challenges. Thus, it is important to analyze new and emerging technologies and innovations through a myriad of disciplinary lenses. This book not only expands conceptual understanding of digital transformation and innovation by presenting strong empirical evidence, but also by adding to the vigorous worldwide policy discussion on how to assist businesses in the digital transition. The book will be useful to scholars and researchers of business management, financial management, business economics, international business, human resources, and marketing. It will also be of interest to entrepreneurs, policymakers, academicians, and practitioners in the field.

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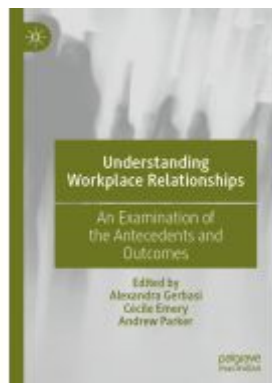
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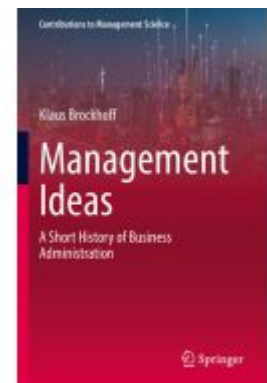
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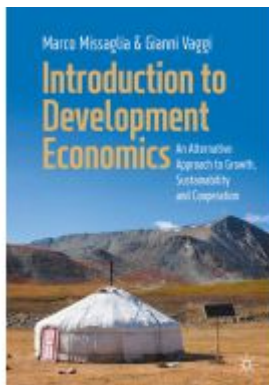
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