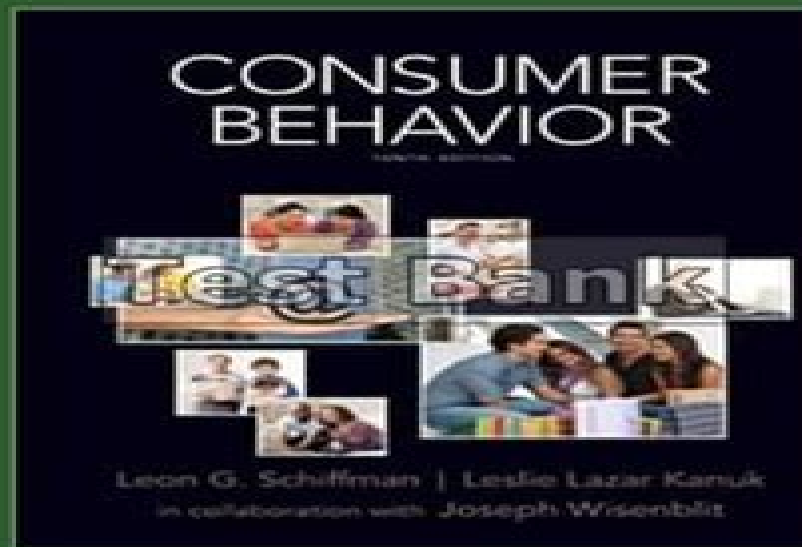


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Proceedings of the International Conference on Emerging Challenges: Sustainable Strategies in the Data-Driven Economy (ICECH 2024) Dinh Nguyen Van, Nguyen Nguyen Danh, Ngoc Luu Thi Minh, Mai Nguyen Phuong, 2025-04-30 This is an open access book International School Vietnam National University Hanoi Hanoi University of Science and Technology School of Economics and Management University of Economics and Business Vietnam National University Hanoi National Economics University Faculty of Business Management The University of Danang University of Economics University of Economics Ho Chi Minh City Foreign Trade University University of Economics Hue University University of Hertfordshire UK AVSE Global France PPM School of Management Indonesia EM Normandie Business School France will organize the 12th International Conference on Emerging Challenges Sustainable Strategies in the Data driven Economy in Thanh Hoa Vietnam on November 1 2 2024 We would like to invite you to be a part of the ICECH2024 and submit your research papers for presentation The details are as follows Thanks to the juggernaut technological development especially in the context of the Industrial Revolution 4.0 such as greater data availability and the increasing popularity of the Internet governments firms and people are utilizing data especially big data to improve their decision making boost productivity understand citizens and or customers needs and behaviours meet a greater variety of demands and many others benefits It is undeniable that the data driven economy features powerful economies of scale economies of scope network externalities in many sectors and pervasive information asymmetry Businesses globally are experiencing a significant increase in digitalization leading to a surge in data volumes and emphasizing the need for enterprises to prioritize data driven approaches Data is becoming a crucial company asset and its value relies on effectively utilizing it to produce actionable insights for strategic decision making In addition to the challenges that businesses are facing in the data driven economy over the past few years the world has been gripped with rising uncertainties and significant challenges such as the COVID 19 pandemic the Russia Ukraine or the Israel Hamas conflicts These issues coupled with current lingering problems such as climate change do pose significant threats to economies and companies around the world In response to these challenges governments and firms have adopted sustainability oriented approaches such as the digitalization and or digital transformation of business activities the pursuit of sustainable development goals SDGs or the adoption of Environmental Social and Governance ESG practices In the context of coupling challenges as mentioned above it is essential to discuss the solutions that businesses should take to be resilient in uncertain contexts and achieve sustainable development Thus ICECH2024 aims to provide a forum for academics and professionals to share research findings experiences and knowledge with respect to the craft implementation and effects of sustainable strategies in a data driven global economy The ICECH2024 Conference will focus on but not limited to Asia Pacific nations We welcome submissions in the following areas Economics Business Law Management Finance and Banking Innovation and Technology Accounting and Auditing **Books**

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Martin M. Evans,Gordon Foxall,Ahmad Jamal,2009-12-21 Consumer behaviour is the study of how where when and why we conduct the exchange elements of our lives to satisfy our needs and desires It is fundamental to marketing as marketing is concerned with supplying and anticipating customer requirements therefore understanding how customers behave is at the very heart of the marketing concept Consumer Behaviour 2nd Edition is more student centred than the competition manifested in the use of cases and exercises to be used in participative and applied ways reflecting the clear trend towards student centred and application based marketing courses Features Coverage of consumer buying behaviour from a marketing rather than a behavioural science perspective The addition of new journal articles from a range of journals

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