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The advent of the internet largely changed the landscape of marketing to adopt a wide variety of communication techniques and creative selling on virtual platforms. Gaming provides a highly pervasive and influential mode of offering new media communication to consumers that can be further improved by digital innovation. Application of Gaming in New Media Marketing is a collection of vital research on the methods and applications of gaming in marketing, including its growth, recent trends, practices, issues, and main challenges. Highlighting a range of topics including digital advertising, media planning, and social media marketing, this book is ideally designed for marketers, software developers, managers, business researchers, academicians, and graduate-level students seeking current research on new and innovative methods to reach and connect with audiences through games in a highly interactive, measurable, and focused way.

The Most Authentic Source Of Information On Higher Education In India The Handbook Of Universities, Deemed Universities, Colleges, Private Universities And Prominent Educational & Research Institutions Provides Much Needed Information On Degree And Diploma Awarding Universities And Institutions Of National Importance That Impart General, Technical And Professional Education In India. Although Another Directory Of Similar Nature Is Available In The Market, The Distinct Feature Of The Present Handbook, That Makes It One Of Its Kind, Is That It Also Includes Entries And Details Of The Private Universities Functioning Across The Country.In This Handbook, The Universities Have Been Listed In An Alphabetical Order. This Facilitates Easy Location Of Their Names. In Addition To The Brief History Of These Universities, The Present Handbook Provides The Names Of Their Vice-Chancellor, Professors And Readers As Well As Their Faculties And Departments. It Also Acquaints The Readers With The Various Courses Of Studies Offered By Each University.It Is Hoped That The Handbook In Its Present Form, Will Prove Immensely Helpful To The Aspiring Students In Choosing The Best Educational Institution For Their Career Enhancement. In Addition, It Will Also Prove Very Useful For The Publishers In Mailing Their Publicity Materials. Even The Suppliers Of Equipment And Services Required By These Educational Institutions Will Find It Highly Valuable.

India has been in transition for the last two decades, moving from a mixed economy toward a market economy model, and the Indian hospitality industry is metamorphosing into a mature industry. It is time that the story of the Indian hospitality industry is told. The Indian Hospitality Industry: Dynamics and Future Trends tells that story, one defined by the industry's push for growth in revenues and the struggle to match the revenue growth with profitability. The volume includes a selection of insightful chapters that offer research into the multiple dimensions of the Indian hospitality industry. The book covers many segments of

the hospitality sector, including hotels, events and catering businesses, and restaurants and coffee shops, both domestic and small mom-and-pop businesses as well as international chains. The opening chapters set the tone for providing an overarching perspective on the status of the industry in terms of the macroeconomic variables and how they may have impacted the health of hospitality businesses in India. The book then goes on to explore a wide variety of issues. The editors and chapter authors are either practitioners themselves or researchers, looking at both domestic and international hospitality business in India and a wide variety of economic factors. The information divulged here will be important for stakeholders, which includes domestic and international hospitality professionals, business leaders, investors, and those in governmental positions, especially in the tourism ministry. The volume informs on the issues and challenges that that the hospitality industry in India is up against. The book looks at the dilemma of a industry that responded to the demand growth promise by ramping up supply, only to find that the investments made were received by an actual growth that was way shy of forecasts and left investors with unexpected losses on their profit & loss statements and bloodied balance sheets.

This book discusses capital markets and investment decision-making, focusing on the globalisation of the world economy. It presents empirically tested results from Indian and Southwest Asian stock markets and offers valuable insights into the working of Indian capital markets. The book is divided into four parts: the first part examines capital-market operations, particularly clearance and settlement processes, and stock market operations. The second part then addresses the functioning of global markets and investment decisions; more specifically it explores calendar anomalies, dependencies, overreaction effect, causality effect and stock returns volatility in South Asia, U.S. and global stock markets as a whole. Part three covers issues relating to capital structure, values of firm and investment strategies. Lastly, part four discusses emerging issues in finance like behavioral finance, Islamic finance, and international financial reporting standards. The book fills the gap in the existing finance literature and helps fund managers and individual investors make more accurate investment decisions.

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Designing buildings and physical environments depends on social structure, social needs, economic data, environment, and technological development. Planning these environments is heavily influenced by cultural and regional need, the existing environment, and the materials available. Reusable and Sustainable Building Materials in Modern Architecture is an essential reference source that discusses the shaping of building design through culture and materials as well as the influence of environment on building design. Featuring research on topics such as passive design, ecological design, and urban design, this book is ideal

for academicians, specialists, and researchers seeking coverage on culture, environment, and building design.

Every city has its unique and valuable identity, this identity is revealed through its physical and visual form, it is seen through the eyes of its residents and users. The city develops over time, and its identity evolves with it. Reflecting the rapid and constant changes the city is subjected to, Architecture and Arts, is the embodiment of the cultural, historical, and economical characteristics of the city. This conference was dedicated to the investigation of the different new approaches developed in Architecture and Contemporary arts. It has focused on the basis of urban life and identities. This volume provides discussions on the examples and tendencies in dealing with urban identities as well as the transformation of cities and urban cultures mentioned in terms of their form, identity, and their current art. Contemporary art, when subjected to experiments, continues to be produced in various directions, to be consumed and to put forward new ideas. Art continuously renews itself, from new materials to different means of communication, from interactive works to computer games, from new approaches to perceptional paradigms and problems of city and nature of the millennium. This is an Open Access ebook, and can be found on www.taylorfrancis.com.

One of the most challenging obstacles for many businesses in successfully reaching a global market stems from cultural and language barriers and the lack of a clear understanding of this issue. It is critical for businesses to understand these cultural and language barriers and how to face them through effective communications and cultural sensitivity. The companies that will thrive and see the most success are the ones whose employees communicate and collaborate effectively with customers, suppliers, and partners all over the world. Breaking Down Language and Cultural Barriers Through Contemporary Global Marketing Strategies provides both empirical and theoretical research focused on ways that business professionals and organizations are breaking down cultural and language barriers, integrating cultural sensitivity, and implementing cross-cultural management practices into their daily business practices. Featuring research on topics such as origin effects, consumption culture, and cross-cultural management, managers, consultants, academic researchers, practitioners, business educators, and advanced students in various disciplines will find the content within this publication to be beneficial.

This book emerges from the recognition that energy, environment and ecosystems are dynamically and inextricably connected. The energy environment system must be addressed in its totality, so that we can devise sustainable solutions that incorporate both economic growth and environmental conservation. No single clean energy source will sustain long-term energy security, and fossil fuels will remain prominent in the mix of energy sources for several decades to come. Energy solutions, therefore, must employ a broad and diverse range of approaches, including cleaner fossil fuel technologies, and an affordable transition to greener power generation employing

waste, water and renewable resources. Moreover, adapting to this changing global energy picture will require a transformational shift in the ways we use and deliver energy services. The authors begin with a broad introductory chapter on sustainable energy and the environment, classifying energy resources, cataloging environmental degradations, and outlining the concepts and practices of sustainability. In Chapters Two and Three, they summarize the basic constituents of the environment, the biosphere and its natural cycles, and offer a model of Earth's planetary temperatures and the greenhouse effect. Chapters Four and Five outline conventional energy and power systems, and related environmental degradations. The next several chapters cover clean coal technologies for power generation, and discuss sustainable energy and power technologies based on both thermal and photovoltaic solar energy, along with biomass and wind. The final chapters examine in depth the management of waste and water, pollution control and energy conservation. The book introduces a unique approach to sustainability and energy conservation which emphasizes the relationships between underlying scientific principles and practical applications employed in engineering solutions. All this is offered in a form that matches the requirements of college-level environmental science and engineering courses.

Mobile commerce transactions continue to soar, driven largely by the ever-increasing adoption and use of smartphones and tablets. The use of this technology gives consumers the flexibility to shop whenever and wherever they want. Mobile Electronic Commerce: Foundations, Development, and Applications addresses the role of industry, academia, scientists, engineers, professionals, and students in developing innovative new mobile commerce technologies and systems to further improve the consumer experience. It also discusses the impact of mobile commerce on society, economics, culture, organizations, government, industry, and our daily lives. This book brings together experts from multiple disciplines in industry and academia to stimulate new thinking in the development and application of mobile commerce technology. The book covers important mobile commerce topics, such as critical infrastructure management, mobile security issues, new applications and services, emerging development architectures, mobile business solutions, and future research opportunities. In addition to its multidisciplinary approach, the book also provides a cross-cultural approach intended to overcome cultural barriers and accelerate mobile commerce advancement in the global economy. Authors and researchers from around the world discuss a broad spectrum of methods, tools, and guidelines for designing mobile commerce systems and services in different cultures.

Though conflicts continue to arise over land use and land cover changes, the conversion of forest land to cropland or other land uses such as housing and urban development have been on the rise in recent years. Decisions regarding land use and land cover influence climate change as well as various natural processes. While proper changes can minimize the effects and speed of climatic changes, the continued adverse changes may be accelerating the deterioration of the world's condition. Examining International Land Use Policies, Changes, and Conflicts presents the latest research on the present status of land use and land cover changes throughout the world in order to determine appropriate land use policies that can protect earth's present and future condition. The findings of the studies investigate the conflicts behind the land tenure and land uses in different countries of the world and examines existing

policies and the reasons behind changes in them. Ultimately, the book provides readers with knowledge on how land can be managed in a sustained manner, how landscape models are helpful for predicting and determining future land uses, how land can be managed with the best architectural measures, and how urban forestry is helpful for better environmental management and adapting or mitigating climate change effects. Land users, agriculturalists, urban planners, policymakers, government officials, researchers, academicians, and students looking to improve their understanding of this topic for better use of land in the future will find this book to be an asset to their current research.

When online learning began more than two decades ago, many universities envisioned the creation of international student markets, but this has only recently become a reality. The emergence of a global economy, advances in technology, increased market competition, reduced funding, and the growing desire for degrees from internationally recognized universities have created opportunities that promote transnational degrees.Transnational Distance Learning and Building New Markets for Universities presents the opportunities, methods, issues, and risks involved in extending university education across national borders. It is important to understand cultural, financial, and legal issues, as well as management approaches, academic delivery options, and business considerations needed to create quality programs that are marketable and cost effective in reaching emerging international markets. The purpose of the book is to review how to reach emerging international markets, increase access to education, and do so at a profit.

Researching the Efficacy of Studio Education and the Profession's Futurity The Faculty Project of Architectural Studio Education Michael Karassowitsch, Professor Dr. 1-14 PDF HTML An Experiential Study on Empathic Design in Interior Architecture Education Melis Kocao?lu, Ph.D Candidate, Halime Demirkan, Professor Dr. 15-26 PDF HTML Thinking on the Correlation Between Bauhaus and Computational Design Education Selin Oktan, Ph.D. Candidate, Serbülent Vural, Dr. 27-38 PDF HTML The Cognitive Use of Prior Knowledge in Design Cognition: The Role of Types and Precedents in Architectural Design Zeynep Cigdem Uysal Urey, Dr. 39-50 PDF HTML Scrutinising The Production Of Space On The Example Of Regent Street and Painting A Modern Life By The Agencies Of Regency Hidayet Softao?lu, Dr. 51-66 PDF HTML This volume, "Air Quality", contains many original findings on biomasss fires, transboundary pollution and associated haze and their impacts on health, biodiversity and economy and thus is expected to be a source book for research in South East Asia. Many of the results presented in this volume pertain to this region and are thus available under one ' roof.' Some papers could be discussed in graduate level classes dealing with Air Pollution, Air Quality, Cloud Physics and Biophysics. The scientific community will find this book a useful addition to their personal and institutional libraries.

The application and interpretation of the four Geneva Conventions of 1949 and their two Additional Protocols of 1977 have developed significantly in the sixty years since the International Committee of the Red Cross (ICRC) first published its Commentaries on these important humanitarian treaties. To promote a better understanding of, and respect for, this body of law, the ICRC commissioned a comprehensive update of its original Commentaries. Its preparation was coordinated by Jean-Marie Henckaerts,

ICRC legal adviser and head of the project to update the Commentaries. The First Convention is a foundational text of international humanitarian law. It contains the essential rules on the protection of the wounded and sick, those assigned to their care, and the red cross and red crescent emblems. This article-by-article Commentary takes into account developments in the law and practice to provide up-to-date interpretations of the Convention. The new Commentary has been reviewed by humanitarian-law practitioners and academics from around the world. It is an essential tool for anyone working or studying within this field.

Innovative Management Education Pedagogies for Preparing Next-Generation LeadersIGI Global

The International Conference on ICT Innovations was held in September 2016, in Ohrid, Macedonia, with the main topic "Cognitive Functions and Next Generation ICT Systems". We live in the era where technologies are intimately woven into virtually all aspects of daily life and are becoming almost invisible. While these technologies have considerable benefits, they also have a number of shortcomings and unforeseen consequences. For example, on the one hand, bodily sensors that track physical activity, physiological parameters and sleep patterns can help promote healthy habits and can enable early detection of problems. On the other hand, attention spans are becoming shorter and shorter due to constant interruptions by notifications, emails, and instant messages being delivered to cell phones or watches, and similar disturbances. Moreover, the privacy issues involved in storing and manipulation of these data must not be neglected. The technological convergence of sciences that were considered separate in the past, like information and communication technologies, cognitive sciences, nanotechnologies and biotechnologies, determines not only our society, health and economy, but also our education and culture. The conference gathered academics, professionals and practitioners involved in developing solutions and systems in the industrial and business arena, especially innovative commercial implementations, to discuss novel applications of these next-generation, emerging technologies in the context of human cognitive functions. Web service technologies are redefining the way that large and small companies are doing business and exchanging information. Due to the critical need for furthering automation, engagement, and efficiency, systems and workflows are becoming increasingly more web-based. Web Services: Concepts, Methodologies, Tools, and Applications is an innovative reference source that examines relevant theoretical frameworks, current practice guidelines, industry standards and standardization, and the latest empirical research findings in web services. Highlighting a range of topics such as cloud computing, quality of service, and semantic web, this multi-volume book is designed for computer engineers, IT specialists, software designers, professionals, researchers, and upper-level students interested in web services architecture, frameworks, and security.

This short book examines the availability and adoption of new education

technologies in higher education institutions in India. It provides a summary of the activities in which such technologies are being used and the catalytic factors for such adoptions. The book also evaluates the impact on skill development, and will be a useful reference for those who are interested to find out more about technology adoption and implementation in higher education, and what the challenges are through the learning experiences in these education institutions. Cyber-Physical Systems: AI and COVID-19 highlights original research which addresses current data challenges in terms of the development of mathematical models, cyber-physical systems-based tools and techniques, and the design and development of algorithmic solutions, etc. It reviews the technical concepts of gathering, processing and analyzing data from cyber-physical systems (CPS) and reviews tools and techniques that can be used. This book will act as a resource to guide COVID researchers as they move forward with clinical and epidemiological studies on this outbreak, including the technical concepts of gathering, processing and analyzing data from cyber-physical systems (CPS). The major problem in the identification of COVID-19 is detection and diagnosis due to non-availability of medicine. In this situation, only one method, Reverse Transcription Polymerase Chain Reaction (RT-PCR) has been widely adopted and used for diagnosis. With the evolution of COVID-19, the global research community has implemented many machine learning and deep learning-based approaches with incremental datasets. However, finding more accurate identification and prediction methods are crucial at this juncture. Offers perspectives on the design, development and commissioning of intelligent applications Provides reviews on the latest intelligent technologies and algorithms related to the state-of-the-art methodologies of monitoring and mitigation of COVID-19 Puts forth insights on how future illnesses can be supported using intelligent corona virus monitoring techniques

Due to the growing use of web applications and communication devices, the use of data has increased throughout various industries, including business and healthcare. It is necessary to develop specific software programs that can analyze and interpret large amounts of data quickly in order to ensure adequate usage and predictive results. Cognitive Analytics: Concepts, Methodologies, Tools, and Applications provides emerging perspectives on the theoretical and practical aspects of data analysis tools and techniques. It also examines the incorporation of pattern management as well as decision-making and prediction processes through the use of data management and analysis. Highlighting a range of topics such as natural language processing, big data, and pattern recognition, this multi-volume book is ideally designed for information technology professionals, software developers, data analysts, graduate-level students, researchers, computer engineers, software engineers, IT specialists, and academicians.

This book maps Indo-US relations from the turn of the last century. Amidst the changing world order, the bilateral ties between two of the world's greatest

democracies have evolved from the thorny exchanges post-nuclear testing to present day's bonhomie. The essays in the volume include perspectives from political scientists, policymakers, and strategic studies experts which renew discussions on Indo-US collaborations and negotiations on a variety of traditional foreign policies issues, such as security, intervention, arms and terrorism, as well as cover new and emerging issues including climate change and environmental protection, strategic cooperation and maritime partnership and the role of Indian diaspora in the US economy. The volume will be of great interest to scholars and researchers of political science and international relations. It will also be of use to foreign policy and diplomacy practitioners, career bureaucrats and government think tanks.

The most awaited period of stepping out into college life is almost in front of you now. The choices that you make here will largely affect your entire future and life in general. So while one is readying oneself for life after twelfth, the dilemma about which college to choose and which course to choose from the wide array of career streams available after twelfth also increases. This underscores the need for exploring the various career options available and their suitability with reference to the following: —Learning about you —Identifying your skills —Knowing your weakness —Utilizing your talents —Your career dreams

Developing economies around the world must balance fast growth with traditional values to achieve the greatest success. Issues related to rural innovation, knowledge management, and emerging technologies are at the forefront of every developing country's concerns. Promoting Socio-Economic Development through Business Integration builds on available literature in the field of socio-economic development in developing countries, providing further research opportunities in this field. Research scholars, academics, policymakers, government officials, and more will find this book to be a crucial source of knowledge to their respective disciplines.

Focusing on the challenges, directions, and future predictions with the role of 5G in smart healthcare monitoring, this book offers the fundamental concepts and analyses on the methods to apply Internet of Things (IoT) in monitoring devices for diagnosing and transferring data. It also discusses self-managing to help providers improve their patients' healthcare experience. Smart Healthcare Monitoring Using IoT with 5G: Challenges, Directions, and Future Predictions illustrates user-focused wearable devices such as Fitbit health monitors and smartwatches by which consumers can self-manage and self-monitor their own health. The book covers new points of security and privacy concerns, with the expectation of IoT devices gaining more popularity within the next ten years. Case studies depicting applications and best practices as well as future predictions of smart healthcare monitoring by way of a 5G network are also included. Interested readers of this book include anyone working or involved in research in the field of smart healthcare, such as healthcare specialists, computer science engineers, electronics engineers, and pharmaceutical practitioners.

This book gathers selected papers presented at the International Conference on Innovations in Information and Communication Technologies (ICI2CT 2020), held at National University of Singapore, Singapore, during 18–19 December 2020. It presents the works on the intersection of the Computer Science and Communication Engineering. Topics covered in the book include

communications engineering, Internet and web technology, computer and information science, artificial intelligence, data science and management, and ICT applications.

This book covers all aspects of modern finance relating to portfolio theory and risk–return relationship, offering a comprehensive guide to the importance, measurement and application of the risk–return hypothesis in portfolio management. It is divided into five parts: Part I discusses the valuation of capital assets and presents various techniques and models used in this context. Part II then addresses market efficiency and capital market models, particularly focusing on measuring market efficiency, which is a crucial factor in making correct investment decisions. It also analyzes the major capital market models like CAPM and APT to determine to what extent they are suitable for use in developing economies. Part III highlights the significance of risk–return analysis as a prerequisite for investment decisions, while Part IV examines the selection and performance appraisals of portfolios against the backdrop of the risk–return relationship. It also examines new tools such as the value-at-risk application for mutual funds and the applications of the price-to-earnings ratio in portfolio performance measurement. Lastly, Part V explores contemporary issues in finance, including the relevance of Islamic finance in the increasingly volatile global financial system.

Machine Learning and the Internet of Medical Things in Healthcare discusses the applications and challenges of machine learning for healthcare applications. The book provides a platform for presenting machine learning-enabled healthcare techniques and offers a mathematical and conceptual background of the latest technology. It describes machine learning techniques along with the emerging platform of the Internet of Medical Things used by practitioners and researchers worldwide. The book includes deep feed forward networks, regularization, optimization algorithms, convolutional networks, sequence modeling, and practical methodology. It also presents the concepts of the Internet of Things, the set of technologies that develops traditional devices into smart devices. Finally, the book offers research perspectives, covering the convergence of machine learning and IoT. It also presents the application of these technologies in the development of healthcare frameworks. Provides an introduction to the Internet of Medical Things through the principles and applications of machine learning Explains the functions and applications of machine learning in various applications such as ultrasound imaging, biomedical signal processing, robotics, and biomechatronics Includes coverage of the evolution of healthcare applications with machine learning, including Clinical Decision Support Systems, artificial intelligence in biomedical engineering, and AI-enabled connected health informatics, supported by real-world case studies

As technology continues to become more sophisticated, mimicking natural processes and phenomena becomes more of a reality. Continued research in the field of natural computing enables an understanding of the world around us, in addition to opportunities for manmade computing to mirror the natural processes and systems that have existed for centuries. Nature-Inspired Algorithms for Big Data Frameworks is a collection of innovative research on the methods and applications of extracting meaningful information from data using algorithms that are capable of handling the constraints of processing time, memory usage, and the dynamic and unstructured nature of data. Highlighting a range of topics including genetic algorithms, data classification, and wireless sensor networks, this book is ideally designed for computer engineers, software developers, IT professionals, academicians, researchers, and upper-level students seeking current research on the application of nature and biologically inspired algorithms for handling challenges posed by big data in diverse environments.

The book is about all aspects of computing, communication, general sciences and educational research covered at the Second International Conference on Computer & Communication Technologies held during 24-26 July 2015 at Hyderabad. It hosted by CMR Technical Campus in association with Division – V (Education & Research) CSI, India. After a rigorous review only

quality papers are selected and included in this book. The entire book is divided into three volumes. Three volumes cover a variety of topics which include medical imaging, networks, data mining, intelligent computing, software design, image processing, mobile computing, digital signals and speech processing, video surveillance and processing, web mining, wireless sensor networks, circuit analysis, fuzzy systems, antenna and communication systems, biomedical signal processing and applications, cloud computing, embedded systems applications and cyber security and digital forensic. The readers of these volumes will be highly benefited from the technical contents of the topics.

This volume brings together significant international research in technology education by focusing on contemporary postgraduate research, elaborating on the findings with the aim of making the content relevant to researchers, teachers and other potential researchers in the field. The book shares with readers what the research means for classroom teachers through understanding different motivations for teaching technology in schools and observing the model of learning supported by the research. Each chapter in the book includes references to the digital edition of the respective full thesis, allowing readers to consult the research in detail if necessary. This book continues the work done by 2017's Contemporary Research in Technology Education by the same editors.

This new book focuses on the important concern of sustainability in tourism and hospitality industry. As the world's natural resource base is limited, the world is looking for solutions in the domains of energy, water, alternate building materials, resource redeployment, and sustainable livelihoods as well. The tourism and hospitality industry is a large deployer of natural and created resources. Some of the themes the book addresses include: designing sustainable restaurants sustainable accommodation practices designing green hotels energy conservation in hotels- a Green Approach technology and sustainability marketing sustainability to consumers sustainable culinary practices sustainable employee practices sustainable equipment design for the hospitality industry sustainable tourism practices sustainable transport practices sustainable tourism destinations/cities The book takes sustainability beyond the realms of external factors that matter to an organization. The authors look at various constituents of the hospitality sector and analyze each of those from a sustainability standpoint. The book includes case studies that are global in nature and that show how sustainable applications can be used and how concerns can be addressed. Environmental challenges are also discussed. This book is futuristic with lot of practical insights for the students, faculty,. and practitioners. Since the contributors are from across the globe, it is fascinating to see the global benchmarks.

This journal brings together current research on emotional intelligence, an important factor in the development of emotional competency and cognition. The contributions are multipurpose and deal with coherent findings. As such, they represent a useful resource for teachers, researchers and students of social sciences, gender studies, and adolescent psychology, and for mental health workers. The contributors represent erudite and distinguished scholars from a variety of fields and from across the world. This allows for a multifaceted dialogue between cultural contexts, empirical studies and lucid experiences.

The book presents a collection of peer-reviewed articles from the International Conference on Innovations in Cyber Physical Systems (ICICPS 2020). The conference provided opportunities for the presentation of new research results and discussion about them. It was also an opportunity to generation of new ideas in all CPS aspects, including theory, tools, applications, systems, test-beds and field deployments. The range of topics explored is wide, and covers security, control, optimization, machine learning, game theory, mechanism design, mobile and cloud computing, model-based design, verification, data mining/analytics, signal processing, and human-in-the-loop shared or supervisory control. This book will be useful to researchers, students, industrialist, developers, and practitioners alike.

In recent years, technological advances have led to significant developments within a variety of business applications. In particular, data-driven research provides ample opportunity for enterprise growth, if utilized efficiently. Privacy and Security Policies in Big Data is a pivotal reference source for the latest research on innovative concepts on the management of security and privacy analytics within big data. Featuring extensive coverage on relevant areas such as kinetic knowledge, cognitive analytics, and parallel computing, this publication is an ideal resource for professionals, researchers, academicians, advanced-level students, and technology developers in the field of big data.

Creating memories and joyous experiences for consumers is a key dimension affecting the profitability and growth of a hospitality firm. Drawing on global experiences, this new book looks at the diverse factors that create these positive experiences and provides insight into marketing and consumer behavior in the context of hospitality and tourism. The dynamics of emerging economies has been captured, and some lessons have been drawn from best practices across the globe.

Discussions surrounding inclusivity have grown exponentially in recent years. In today's world where diversity, equity, and inclusion are the hot topics in all aspects of society, it is more important than ever to define what it means to be an inclusive society, as well as challenges and potential growth. Those with physical and intellectual disabilities, including vision and hearing impairment, Down syndrome, locomotor disability, and more continue to face challenges of accessibility in their daily lives, especially when facing an increasingly digitalized society. It is crucial that research is brought up to date on the latest assistive technologies, educational practices, work assistance, and online support that can be provided to those classified with a disability. The Research Anthology on Physical and Intellectual Disabilities in an Inclusive Society provides a comprehensive guide of a range of topics relating to myriad aspects, difficulties, and opportunities of becoming a more inclusive society toward those with physical or intellectual disabilities. Covering everything from disabilities in education, sports, marriages, and more, it is essential for psychologists, psychiatrists, pediatricians, psychiatric nurses, clinicians, special education teachers, social workers, hospital administrators, mental health specialists, managers, academicians, rehabilitation centers, researchers, and students who wish to learn more about what it means to be an inclusive society and best practices in order to get there.

Cancer Prediction for Industrial IoT 4.0: A Machine Learning Perspective explores various cancers using Artificial Intelligence techniques. It presents the rapid advancement in the existing prediction models by applying Machine Learning techniques. Several applications of Machine Learning in different cancer prediction and treatment options are discussed, including specific ideas, tools and practices most applicable to product/service development and innovation opportunities. The wide variety of topics covered offers readers multiple perspectives on various disciplines. Features • Covers the fundamentals, history, reality and challenges of cancer • Presents concepts and analysis of different cancers in humans • Discusses Machine Learning-based deep learning and data mining concepts in the prediction of cancer • Offers real-world examples of cancer prediction • Reviews strategies and tools used in cancer prediction • Explores the future prospects in cancer prediction and treatment Readers will learn the fundamental concepts and analysis of cancer prediction and treatment, including how to apply emerging technologies such as Machine Learning into practice to tackle challenges in domains/fields of cancer with real-world scenarios. Hands-on chapters contributed by academicians and other professionals from reputed organizations provide and describe frameworks, applications, best practices and case studies on emerging cancer treatment and predictions. This book will be a vital resource to graduate students, data scientists, Machine Learning researchers, medical professionals and analytics managers.

A life changing guide for professional greatness. This book is very helpful for the youngsters

for the better career planning and selecting the right goal to make their life. This book also containing the admission processes of various best colleges and after that courses what will be their requirement of work nature of their job. It has been concise and beautiful, but the information is inextricably inextricable and needs to be expressed in details; You will be able to know – Various type of the courses available in India and abroad. Nature of courses, personality required Best colleges for different courses in India How to get scholarship to study in USA, UK and AustReasons and Laughteria and many more.

This book, the second volume, highlights 7 out of a total of about 36 megacities in the World which by definition have 10 million inhabitants. The cities/chapters presented in this book are based on recent advance such as the wide use of ICT, IOT, e-Governance, e-Democracy, smart economy and flattening and acceleration of the world that is taking place in recent times as reported by 3 times Pulitzer Prize Winner Thomas Friedman. It therefor departs from other ideologies where only a certain megacity qualifies for the title of smart global megacities while in reality every megacity can, and presents how smart global megacities can be created. .

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