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the information and digital age is shaped by a small number of

multinational enterprises from a limited number of countries this volume covers the latest insight from the international business discipline on prevailing trends in business model evolution it also discusses critical issues of regulation in the new information and digital space

this groundbreaking volume introduces new methodological approaches to data analysis as well as new techniques for collecting and cataloging transactional data to assist is researchers in dealing with new and radical forms of it innovation that continue to energize electronic commerce

this handbook explores and critically examines current research in economics and marketing science on key issues in retailing and distribution providing a rich perspective for the discussion of public policy contributions from several disciplines and continents range from the history of chains and the impact of multinational retailers on international trade patterns to us merger policy in the retail context the rise of the internet and consumer to consumer sales the chapters address methodological issues such as the structural estimation of entry games between retailers productivity measurement when both inputs and output are not fully observable and demand estimation with variable assortment policy issues explored include mergers zoning and the regulation of buyer power while other chapters address some of the recent exciting developments in technology retail formats and data availability the book goes on to study the changes in online retailing and big data and to examine competition in specific retail sectors including gasoline stations automobile dealerships supermarkets and big box retail this state of the art handbook is an essential reference for students and academics of economics and marketing science and offers an outsider s perspective to specialists in operations research data analytics geography and sociology

the methods and thinking of economics permeate a large part of the is discipline reciprocally newly emerging research methods relying on the it enabled treatment of massive data aggregates feed economic research as new and radical forms of it innovation continue to energize electronic commerce is researchers face a daunting task in using existing empirical methods and tools to understand the threats opportunities risks and rewards of these new techniques this groundbreaking volume leads the way it introduces new methodological approaches to data analysis as well as new techniques for collecting and cataloging transactional data the

ideas it presents have broad appeal and demonstrate what is possible when new techniques and new ways of thinking are brought to bear on complex research problems

this encyclopedia presents a comprehensive account of the complementary forces of behavioural economics a novel field combining psychological insights with analytical economic thinking and experimental economics

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