

# Digital Entrepreneurship and Co-Creating Value Through Digital Encounters

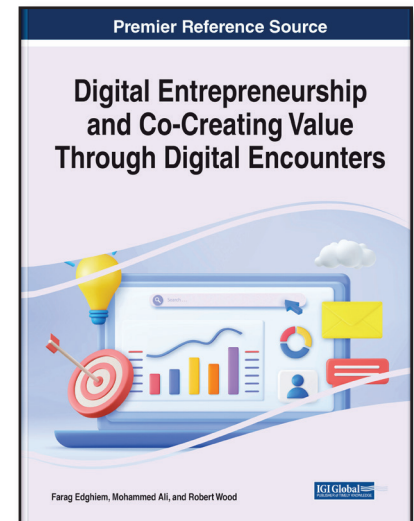
Part of the Advances in Logistics, Operations, and Management Science Book Series

Farag Edghiem (University of Bolton, UK), Mohammed Ali (University of Salford, UK) and Robert Wood (University of Bolton, UK)

## Description:

Digital technologies have enabled certain opportunities for industries, societies, and companies to change for the better. The service sector has essentially evolved through significant developments in recent decades, such as the increasing adoption of artificial intelligence (AI) applications and automated technologies, including service robots, chatbots, and virtual assistants. Both digital transformation and digital entrepreneurship are multifaceted areas that relate to varied emerging technologies that have recently dominated the current service industry. These technologies serve to enhance various sociotechnical areas, including communication and collaboration, as well as co-creating business value and promoting service automation.

**Digital Entrepreneurship and Co-Creating Value Through Digital Encounters** contributes to the services' digital transformation and digital entrepreneurship domain by uncovering contemporary innovations used in the modern service industry. It supports modern applications of Industry 4.0, digital transformation, and entrepreneurship to facilitate value co-creation for contemporary businesses. Covering topics such as big data management, industrial relations, and tourist destination selection, this premier reference source is an ideal resource for entrepreneurs, business owners and managers, government officials, policymakers, students and educators of higher education, librarians, researchers, and academicians.



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