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Integrated Business Models in the Digital Age

Principles and
Practices of Technology
Empowered Strategies

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- Book
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Integrated Business Models in the Digital Age

Principles and Practices of Technology Empowered Strategies

1. [Home](#)
2. Book

Editors:

- [Sumesh Singh Dadwal](#),
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- Discusses the phenomenon of technopreneurship, technology-enabled business models, and digital transformation
 - Includes examination of specific industries including tourism and education
 - Integrates elements of the Business Model Canvas to create, develop and deliver customer value
 - **4629** Accesses
 - **1** [Altmetric](#)

Sections

-
- [Table of contents](#)
 - [About this book](#)
 - [Keywords](#)
 - [Editors and Affiliations](#)
 - [About the editors](#)
 - [Bibliographic Information](#)

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Table of contents (13 chapters)

Search within book

Search

1. Front Matter

Pages i-xl

[PDF](#)

2. The Emergence of Tech-Trends and Practices of Technology-Empowered Strategies

1. Front Matter

Pages 1-1

[PDF](#)

2. [Cybersecurity and Integrated Business Models](#)

- Md. Toriqul Islam, Ridoan Karim
-

Pages 3-46

3. [Exploring the Sectoral Patterns of Possible Applications of AR as an Important Ingredient of New Business Models: The Bangladesh Perspective](#)

- Uzzal Ali Pk, Md. Rakibul Hafiz Khan Rakib
-

Pages 47-66

4. [Integrating Gig Economy and Social Media Platforms as a Business Strategy in the Era of Digitalization](#)

- Manpreet Arora, Roshan Lal Sharma
-

Pages 67-86

5. [Setting the World in Motion: Blockchain Redefining Transport and Logistics](#)

- Usman Javed Butt, Aristeidis Davelis, Maysam Abbod, Khaled El-Hussein

Pages 87-147

3. Data Analytics Strategies and Technology-Enabled Integrated Business Models in the Digital Age

1. Front Matter

Pages 149-149

[PDF](#)

2. [Industry 4.0 Driven Supply Chains—Technological Advancements Regarding Logistics Service Providers](#)

- Ajinckya Dahibhate, Farooq Habib, Abdul Ali, Murtaza F. Khan
-

Pages 151-205

3. [Impact of Predictive Analytics on the Strategic Business Models of Supply Chain Management](#)

- Ishwari Pradhan, Dilshad Sarwar, Amin Hosseinian-Far
-

Pages 207-249

4. [Challenges for the Adoption of Data Analytics Strategies by Small, Medium-Sized Enterprises in Singapore](#)

- Nam-Chie Sia, Amin Hosseinian Far, Teoh Teik Toe
-

Pages 251-274

5. [How Can Luxury Fashion Brands Create a Multisensory Environment Online to Improve Customer Experience?](#)

- Laura Stancescu, Lillian Clark, Carolina Redolfi

Pages 275-314

4. Digital Transformation in Cyber Business Village, Privacy, Cybersecurity Consciousness and Entrepreneurship Business Models in Different Sectors

1. Front Matter

Pages 315-315

[PDF](#)

2. [Video Camera in the Ambient Assisted Living System—Health Versus Privacy](#)

- David Josef Herzog
-

Pages 317-348

3. [Mobile Applications in Urban Ecotourism: Promoting Digitization and Competitive Differentiation](#)

- Ana Filipa Silva Cardoso, Bruno Barbosa Sousa, Ana Cristina Gomes da Cunha
-

Pages 349-369

4. [Improving Learning Experience and Privacy in Education Using the Power of Big Data and Artificial Intelligence](#)

- Usman Javed Butt, Aristeidis Davelis, Maysam Abbod, Caleb Eghan, Haiel-Marie Agbo
-

Pages 371-424

5. [Digital Trends in Education: Marketing of the Online Teaching](#)

- Trevor Gerhardt, Anu Laitakari, Michael Rice, Chandra Bhasham
-

Pages 425-466

6. [The Emergence of Technopreneurship for Sustainable and Ethical Economic Growth: Theory, Research and Practice](#)

- Dinusha Maduwanthi Rathnayake, Teresa Roca

Pages 467-535

5. Back Matter

Pages 537-544

[PDF](#)

[Back to top](#)

About this book

Many scholars have argued that technology, entrepreneurship, integrated business models and marketing are key to the success of any business, but in particular to the success of unicorn companies. However, there is a need to further investigate interdisciplinary approaches to techno entrepreneurial business strategy, which remains a neglected area of research.

In this edited volume, authors explore and develop principles, models and other theoretical and practical concepts to develop better guidance on how to adapt business models using new technologies such as AI, cloud computing, blockchain, cybersecurity, and infrastructure.

Underpinned by established academic theories, the book explores integrated business models that are both defensive and offensive in strategic outlook. Ultimately, it will help students, researchers and entrepreneurs to design, develop and implement technology-enabled integrated business models.

[Back to top](#)

Keywords

- **gig economy**
- **sharing economy**
- **cybersecurity**
- **strategy**
- **digital marketing**

[Back to top](#)

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[Back to top](#)

About the editors

Sumesh Dadwal is a Senior Lecturer at Northumbria University with 21 years of experience in teaching, academic research, eLearning, and educational quality management. He has previously worked as a Project engineer in Construction projects and Quality analyst in the Supply chain. He specializes in International Strategic Marketing, Innovation & technology in marketing, digital marketing, consumer behaviour, entrepreneurship, business in Emerging markets.

Hamid Jahankhani is a Professor and Programme Leader at Northumbria University. Hamid's principal research area for several years has been in the field of cybersecurity, information security and digital forensics. He is the Editor-inChief of the International Journal of Electronic Security and Digital Forensics, International Journal of Electronic Democracy and general chair of the annual International Conference on Global Security, Safety and Sustainability (ICGS3).

Azizul Hassan is a member of the Tourism Consultants Network of the UK Tourism Society and holds a Ph.D. from Cardiff Metropolitan University, UK. His main areas of research are technology-supported marketing in tourism; innovative marketing dynamics; destination branding in tourism; cultural heritage tourism; heritage interpretation; and sustainable management/marketing alternatives for cultural heritage industries.