



The present Conference is the 4th of similar conferences with the same subject, which are organised of the Department of Business Administration. The Technological Educational Institution of Athens, is a Tertiary Educational Institution of Excellence with an impressive record in teaching and research and is sponsoring the present Conference. The purpose of our Conference is to present and publish the research output of, not only TEI of Athens, but all the Universities and Technological Institutions of Greece and the different Nations of the World. Another important purpose is to facilitate the interaction between two worlds: the world of Business and the world of Academic Community. The organizers of this Conference have the ambition to establish a forum for discussions on the theory and applications of the Quantitative and Qualitative Methods in the different business sectors such as Small to Medium Enterprises or large Companies in Industry, Commerce, Tourism, Health, Public Sector, Shipping Industry and financial services. The Conference has a Scientific Committee and all the papers have been examined by two anonymous referees. Selected papers will be published in internationally recognized journals. The Proceedings of the Conference have ISBN, ISSN numbers and they will appear, after the Conference in Google.

This book reports on the latest research and developments in the field of cybersecurity, particularly focusing on personal security and new methods for reducing human error and increasing cyber awareness, as well as innovative solutions for increasing the security of advanced Information Technology (IT) infrastructures. It covers a broad range of topics, including methods for human training; novel cyber-physical and process-control systems; social, economic, and behavioral aspects of cyberspace; issues concerning the cybersecurity index; security metrics for enterprises; and risk evaluation. Based on the AHFE 2019 International Conference on Human Factors in Cybersecurity, held on July 24-28, 2019, in Washington D.C., USA, the book not only presents innovative cybersecurity technologies, but also discusses emerging threats, current gaps in the available systems, and future challenges that may be successfully overcome with the help of human factors research.

The economic climate is ripe for another golden age of shareholder activism *Deep Value: Why Activist Investors and Other Contrarians Battle for Control of Losing Corporations* is a must-read exploration of deep value investment strategy, describing the evolution of the theories of valuation and shareholder activism from Graham to Icahn and beyond. The book combines engaging anecdotes with industry research to illustrate the principles and methods of this complex strategy, and explains the reasoning behind seemingly incomprehensible activist maneuvers. Written by an active value investor, *Deep Value* provides an insider's perspective on shareholder activist strategies in a format accessible to both professional investors and laypeople. The Deep Value investment philosophy as described by Graham initially identified targets by their discount to liquidation value. This approach was extremely effective, but those opportunities are few and far between in the modern market, forcing activists to adapt. Current activists assess value from a much broader palate, and exploit a much wider range of tools to achieve their goals. *Deep Value* enumerates and expands upon the resources and strategies available to value investors today, and describes how the economic climate is allowing value investing to re-emerge. Topics include: Target identification, and determining the most advantageous ends Strategies and tactics of effective activism Unseating management and fomenting change Eyeing conditions for the next M&A boom Activist hedge funds have been quiet since the early 2000s, but economic conditions, shareholder sentiment, and available opportunities are creating a fertile environment for another golden age of activism. *Deep Value: Why Activist Investors and Other Contrarians Battle for Control of Losing Corporations* provides the in-depth information investors need to get up to speed before getting left behind.

This book presents cutting-edge research on innovative human systems integration and human-machine interaction, with an emphasis on artificial intelligence and automation, as well as computational modeling and simulation. It covers a wide range of applications in the area of design, construction and operation of products, systems and services, including lifecycle development and human-technology interaction. The book describes advanced methodologies and tools for evaluating and improving interface usability, new models, and case studies and best practices in virtual, augmented and mixed reality systems, with a special focus on dynamic environments. It also discusses various factors concerning the human user, hardware, and artificial intelligence software. Based on the proceedings of the 2nd International Conference on Intelligent Human Systems Integration (IHSI 2019), held on February 7-10, 2019, in San Diego, California, USA, the book also examines the forces that are currently shaping the nature of computing and cognitive systems, such as the need to reduce hardware costs; the importance of infusing intelligence and automation; the trend toward hardware miniaturization and power reduction; the need for a better assimilation of computation in the environment; and social concerns regarding access to computers and systems for people with special needs. It offers a timely survey and a practice-oriented reference guide for policy- and decision-makers, human factors engineers, systems developers and users alike.

?????Quantitative chemical analysis

*Praise for Private Capital Markets Valuation, Capitalization, and Transfer of Private Business Interests SECOND EDITION* "In the years since publication of the first edition of *Private Capital Markets*, the concepts and ideas that it presents have been widely accepted by progressive members of the business valuation community. Now with the Second Edition, author Rob Slee has included empirical data on capital markets for midsized businesses. This book remains a must for everyone involved in appraising, buying, selling, or financing privately owned businesses." —Raymond C. Miles, founder, The Institute of Business Appraisers "The Graziadio School of Business has used the *Private Capital Markets* book for several years with great success. This course, along with the Pepperdine Private Capital Markets Survey project, has helped our students better prepare for careers in middle market companies." —Linda Livingstone, Dean of the Graziadio School of Business and Management, Pepperdine University "Our international association of independent M&A professionals recommends this text as the most comprehensive foundation for understanding the private capital marketplace. This book is essential reading for middle market M&A advisors, investors, and other decision-makers in the private capital markets." —Mike Nall, founder, Alliance of M&A Advisors A practical road map for making sound investment and financing decisions based on real experiences and market needs Now fully revised and in a second edition, *Private Capital Markets* provides lawyers, accountants, bankers, estate planners, intermediaries, and other professionals with a workable framework for making sound investment and financing decisions based on their own needs and experiences. This landmark resource covers: Private business valuation Middle market capital sources The business ownership transfer spectrum And much more *Private Capital Markets, Second Edition* surveys the private capital markets and presents the proven guidance you need to navigate through these uncharted waters.

A must-read book on the quantitative value investment strategy Legendary investment gurus Warren Buffett and Ed Thorp represent different ends of the investing spectrum: one a value investor, the other a quant. While Buffett and Thorp have conflicting philosophical approaches, they agree that the market is beatable. In *Quantitative Value*, Wesley Gray and Tobias Carlisle take the best aspects from the disciplines of value investing and quantitative investing and apply them to a completely unique and winning approach to stock selection. As the authors explain, the quantitative value strategy offers a superior way to invest: capture the benefits of a value investing philosophy without the behavioral errors associated with "stock picking." To demystify their innovative approach, Gray and Carlisle outline the framework for quantitative value investing, including the four key elements the investment process: 1) How to avoid stocks that can cause a permanent loss of capital: Learn how to uncover financial statement manipulation, fraud, and financial distress. 2) How to find stocks with the highest quality: Learn how to find strong economic franchises, and robust financial strength. Gray and Carlisle look at long term returns on capital and assets, free cash flow, and a variety of metrics related to margins and general financial strength. 3) The secret to finding deeply undervalued stocks: Does the price-to-earnings ratio find undervalued stocks better than free cash flow? Gray and Carlisle examine the historical data on over 50 valuation ratios, including some unusual metrics, rare multi-year averages, and uncommon combinations. 4) The five signals sent by smart

money: The book uncovers the signals sent by insiders, short sellers, shareholder activists and institutional investment managers. After detailing the quantitative value investment process, Gray and Carlisle conduct a historical test of the resulting quantitative value model. Their conclusions are surprising and counter-intuitive. The book includes a companion website that offers a monthly-updated screening tool to find stocks using the model outlined in the book, an updated back-testing tool, and a blog about recent developments in quantitative value investing. For any investor who wants to make the most of their time in today's complex marketplace, they should look no further than Quantitative Value.

The aim objective of CME 2014 is to provide a platform for researchers, engineers, academicians as well as industrial professionals from all over the world to present their research results and development activities in Information Management, Innovation Management, Project Management and Engineering. This conference provides opportunities for the delegates to exchange new ideas and application experiences face to face, to establish business or research relations and to find global partners for future collaboration. Submitted conference papers will be reviewed by technical committees of the Conference.

The relationship between citizens and city governments is gradually transforming due to the utilization of advanced information and communication technologies in order to inform, consult, and engage citizens. Citizen E-Participation in Urban Governance: Crowdsourcing and Collaborative Creativity explores the nature of the new challenges confronting citizens and local governments in the field of urban governance. This comprehensive reference source explores the role that Web 2.0 technologies play in promoting citizen participation and empowerment in the city government and is intended for scholars, researchers, students, and practitioners in the field of urban studies, urban planning, political science, public administration, and more.

Written in a conversational and engaging style, Qualitative Research in Education: A User's Guide provides those new to the field with a blend of practical and theoretical information. Author Marilyn Lichtman addresses a broad spectrum of recent information about the process of qualitative educational research and brings together in one volume the essential elements of all aspects of the field.

Inhaltsangabe:Abstract: In a time of tightening budgets, rising bankruptcies and heightened job insecurity, all commerce, be it a major corporation or simply that of a sole operator, must improve its ROI (Return On Investment) rate in order to ensure its continued sustainability. This factor is the key performance indicator (KPI) for any business. The goal of improved ROI becomes all the more difficult when comparing the effectiveness of competing marketing strategies because intangible factors in the purchasing decision such as brand awareness as well as product credibility and loyalty cannot be easily quantified. Even the consumer often has an unconscious preference for one particular product over another. In this regard online marketing offers the advantage of the pull-principle: the user, who pulls the information that he/she is seeking for directly from the Internet, initiates all activities. This implies that a relationship is established between the corporation and consumer. With 90 percent of all Internet users choosing to access a SE during a given session, this first point of contact becomes often decisive in the success or failure for the online marketing concept. Nevertheless, there is an inter-dependency between both the attractiveness and the ability to locate a website, i.e. its findability . A website's content may be highly interesting and appropriate to the user's needs but it will be condemned to failure if it cannot be correctly sourced (i.e. ranked) by a SE. Be that as it may, every top ranked website will be rejected if content and usability disappoint expectations. This report intends to show how Search Engine Optimization (SEO) can be used in a strategic context as the first part of the lead process. SEO highlights the importance of keyword decisions in order to attract customers who secure high conversion rates and thus increase sales, be it online or offline. The first part of this analysis will explain the technical background of how SEs and keywords work. Also, there are several influential factors that should be considered when optimizing keywords for one's business, such as SE algorithms, the SE market, the consumer and his position in the buying cycle as well as online competitors. These aspects are discussed in the second part of this analysis. The final part will present the concept of Online Performance Measurement & Management (OPMM) and demonstrate how Search Engine Marketing (SEM) can affect a business [...]

How-to guidance for measuring lost profits due to business interruption damages A Quantitative Approach to Commercial Damages explains the complicated process of measuring business interruption damages, whether they are losses from natural or man-made disasters, or whether the performance of one company adversely affects the performance of another. Using a methodology built around case studies integrated with solution tools, this book is presented step by step from the analysis damages perspective to aid in preparing a damage claim. Over 250 screen shots are included and key cell formulas that show how to construct a formula and lay it out on the spreadsheet. Includes Excel spreadsheet applications and key cell formulas for those who wish to construct their own spreadsheets Offers a step-by-step approach to computing damages using case studies and over 250 screen shots Often in the course of business, a firm will be damaged by the actions of another individual or company, such as a fire that shuts down a restaurant for two months. Often, this results in the filing of a business interruption claim. Discover how to measure business losses with the proven guidance found in A Quantitative Approach to Commercial Damages.

Looks at the American business cycle and the challenges of conventional Keynesian economics on the modern United States economy.

"This collection compiles research in all areas of the global information domain. It examines culture in information systems, IT in developing countries, global e-business, and the worldwide information society, providing critical knowledge to fuel the future work of researchers, academicians and practitioners in fields such as information science, political science, international relations, sociology, and many more"--Provided by publisher.

The individual investor's comprehensive guide to momentum investing Quantitative Momentum brings momentum investing out of Wall Street and into the hands of individual investors. In his last book, Quantitative Value, author Wesley Gray brought systematic value strategy from the hedge funds to the masses; in this book, he does the same for momentum investing, the system that has been shown to beat the market and regularly enriches the coffers of Wall

Street's most sophisticated investors. First, you'll learn what momentum investing is not: it's not 'growth' investing, nor is it an esoteric academic concept. You may have seen it used for asset allocation, but this book details the ways in which momentum stands on its own as a stock selection strategy, and gives you the expert insight you need to make it work for you. You'll dig into its behavioral psychology roots, and discover the key tactics that are bringing both institutional and individual investors flocking into the momentum fold. Systematic investment strategies always seem to look good on paper, but many fall down in practice. Momentum investing is one of the few systematic strategies with legs, withstanding the test of time and the rigor of academic investigation. This book provides invaluable guidance on constructing your own momentum strategy from the ground up. Learn what momentum is and is not Discover how momentum can beat the market Take momentum beyond asset allocation into stock selection Access the tools that ease DIY implementation The large Wall Street hedge funds tend to portray themselves as the sophisticated elite, but momentum investing allows you to 'borrow' one of their top strategies to enrich your own portfolio. Quantitative Momentum is the individual investor's guide to boosting market success with a robust momentum strategy.

Quantitative Value, + Web Site A Practitioner's Guide to Automating Intelligent Investment and Eliminating Behavioral Errors John Wiley & Sons

This book constitutes the refereed proceedings of workshops, held at the 33rd International Conference on Conceptual Modeling, ER 2014, in Atlanta, GA, USA in October 2014. The 24 revised full and 6 short papers were carefully reviewed and selected out of 59 submissions and are presented together with 4 demonstrations. The papers are organized in sections related to the individual workshops: the First International Workshop on Enterprise Modeling, ENMO 2014; the Second International Workshop on Modeling and Management of Big Data, MoBiD 2014; the First International Workshop on Conceptual Modeling in Requirements and Business Analysis, MReBA 2014; the First International Workshop on Quality of Models and Models of Quality, QMMQ 2014; the 8th International Workshop on Semantic and Conceptual Issues in GIS, SeCoGIS 2014; and the 11th International Workshop on Web Information Systems Modeling, WISM 2014. The contributions cover a variety of topics in conceptual modeling, including requirements and enterprise modeling, modeling of big data, spatial conceptual modeling, exploring the quality of models, and issues specific to the design of web information systems.

Let some of the best investors in the world teach you how to be on the right side of the trade. The first edition of Value Investing: From Graham to Buffett and Beyond was published in 2001. It is still in print, having sold over 100,000 copies. It has been translated into five languages. Business school professors still assign it in their courses. But in the 20 years since the first edition, the economy has changed, the investment world has evolved, and the discipline of value investing has adapted to this new environment. This second edition responds to these developments. It extends and refines an approach to investing that began with Benjamin Graham and David Dodd during the Great Depression and was adapted by Warren Buffett, Charlie Munger, and others to earn returns in an environment in which the opportunity to buy a stock worth a dollar for 50 cents is no longer waiting in plain sight. The foundation of this book is the course on value investing that Bruce Greenwald taught at Columbia Business School for almost a quarter century. His aim in the course, and our aim in the book, is to help the investor operating in the Graham and Dodd tradition find him or herself on the right side of the trade. The steps include searching for the right securities, valuing them appropriately, honing a research strategy to devote time to the right activities, and wrapping it all within a risk management practice that protects the investor from permanent loss of capital. The book has been revised throughout, but the biggest change is the addition of more than two chapters on the valuation of growth stocks, which has always been a problem for investors trained in the Graham and Dodd tradition. Successful value investing practitioners have graced both the course and this book with presentations describing what they really do when they are at work. There are brief descriptions of their practices within, and video presentations available on the web site that accompanies this volume:

<http://www.wiley.com/go/greenwald/valueinvesting2e> In addition to a selection of Warren Buffett's letters, there are presentations by Mario Gabelli, Glenn Greenberg, Paul Hilal, Jan Hummel, Seth Klarman, Michael Price, Thomas Russo, and Andrew Weiss. Although their styles vary, they all are members in good standing of the Graham and Dodd tradition. Whether you're designing consumer electronics, medical devices, enterprise Web apps, or new ways to check out at the supermarket, today's digitally-enabled products and services provide both great opportunities to deliver compelling user experiences and great risks of driving your customers crazy with complicated, confusing technology. Designing successful products and services in the digital age requires a multi-disciplinary team with expertise in interaction design, visual design, industrial design, and other disciplines. It also takes the ability to come up with the big ideas that make a desirable product or service, as well as the skill and perseverance to execute on the thousand small ideas that get your design into the hands of users. It requires expertise in project management, user research, and consensus-building. This comprehensive, full-color volume addresses all of these and more with detailed how-to information, real-life examples, and exercises. Topics include assembling a design team, planning and conducting user research, analyzing your data and turning it into personas, using scenarios to drive requirements definition and design, collaborating in design meetings, evaluating and iterating your design, and documenting finished design in a way that works for engineers and stakeholders alike.

The author explains what you need to know to start a Web Analytics and testing program, and how you can use what you learn to improve site design, maximize Web site Return on Investment (ROI), and make your site a place your site visitors will want to use over and over again.

Social Networking and Community Behavior Modeling: Qualitative and Quantitative Measures provides a clear and consolidated view of current social network models. This work explores new methods for modeling, characterizing, and constructing social networks. Chapters contained in this book study critical security issues confronting social networking,

the emergence of new mobile social networking devices and applications, network robustness, and how social networks impact the business aspects of organizations.

ROADMAP TO INFORMATION SECURITY: FOR IT AND INFOSEC MANAGERS provides a solid overview of information security and its relationship to the information needs of an organization. Content is tailored to the unique needs of information systems professionals who find themselves brought in to the intricacies of information security responsibilities. The book is written for a wide variety of audiences looking to step up to emerging security challenges, ranging from students to experienced professionals. This book is designed to guide the information technology manager in dealing with the challenges associated with the security aspects of their role, providing concise guidance on assessing and improving an organization's security. The content helps IT managers to handle an assignment to an information security role in ways that conform to expectations and requirements, while supporting the goals of the manager in building and maintaining a solid information security program. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

State of the art risk management techniques and practices—supplemented with interactive analytics All too often risk management books focus on risk measurement details without taking a broader view. Quantitative Risk Management delivers a synthesis of common sense management together with the cutting-edge tools of modern theory. This book presents a road map for tactical and strategic decision making designed to control risk and capitalize on opportunities. Most provocatively it challenges the conventional wisdom that "risk management" is or ever should be delegated to a separate department. Good managers have always known that managing risk is central to a financial firm and must be the responsibility of anyone who contributes to the profit of the firm. A guide to risk management for financial firms and managers in the post-crisis world, Quantitative Risk Management updates the techniques and tools used to measure and monitor risk. These are often mathematical and specialized, but the ideas are simple. The book starts with how we think about risk and uncertainty, then turns to a practical explanation of how risk is measured in today's complex financial markets. Covers everything from risk measures, probability, and regulatory issues to portfolio risk analytics and reporting Includes interactive graphs and computer code for portfolio risk and analytics Explains why tactical and strategic decisions must be made at every level of the firm and portfolio Providing the models, tools, and techniques firms need to build the best risk management practices, Quantitative Risk Management is an essential volume from an experienced manager and quantitative analyst.

This new edition of the hugely successful Quantitative Financial Economics has been revised and updated to reflect the most recent theoretical and econometric/empirical advances in the financial markets. It provides an introduction to models of economic behaviour in financial markets, focusing on discrete time series analysis. Emphasis is placed on theory, testing and explaining 'real-world' issues. The new edition will include: Updated charts and cases studies. New companion website allowing students to put theory into practice and to test their knowledge through questions and answers. Chapters on Monte Carlo simulation, bootstrapping and market microstructure.

P. 45.

How do we ensure that our Web sites actually give users what they need? What are the best ways to understand our users' goals, behaviors, and attitudes, and then turn that understanding into business results? Personas bring user research to life and make it actionable, ensuring we're making the right decisions based on the right information. This practical guide explains how to create and use personas to make your site more successful. The User Is Always Right: A Practical Guide to Creating and Using Personas takes you through each step of persona creation, including tips for conducting qualitative user research, new ways to apply quantitative research (such as surveys) to persona creation, various methods for generating persona segmentation, and proven techniques for making personas realistic. You'll also learn how to use personas effectively, from directing overall business strategy and prioritizing features and content to making detailed decisions about information architecture, content, and design.

Innovation, agility, and coordination are paramount in the support of value in the global knowledge economy. Therefore, the long-term success of a company is increasingly dependent on its underlying resilience and agility. Knowledge Reuse and Agile Processes: Catalysts for Innovation addresses flexibility of both business and information systems through component technology at the nexus of three seemingly unrelated disciplines: service-oriented architecture, knowledge management, and business process management. Providing practitioners and academicians with timely, compelling research on agile, adaptive processes and information systems, this Premier Reference Source will enhance the collection of every reference library.

"This is a comprehensive book on Human Computer Interaction and Web design focusing on various areas of research including theories, analysis, design and evaluation. It is not a book on web programming; it provides methods derived from research to help develop more user-friendly websites. It highlights the social and cultural issues in web design for a wider audience"--Provided by publisher.

This second volume consists of the sections: technologies for knowledge management, outcomes of KM, knowledge management in action, and the KM horizon.

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