

CONTENTS

PREFACE TO THE MONOGRAPH	3
INTRODUCTION	11
1 POTENTIAL AND REAL BENEFITS OF VIRTUAL AND EXPANDED REALITY FOR SOCIAL MEDIA	13
1.1 Introduction to the issue	13
1.2 Motivation.....	15
1.3 Keywords	15
1.3.1 Social media	16
1.3.2 Virtual reality.....	16
1.3.3 Augmented reality	16
1.3.4 Artificial reality.....	17
1.3.5 Virtual world.....	17
1.4 Search Terms	17
1.4.1 Product collection steps	17
1.5 Data Analysis.....	18
1.6 Conclusion to the issue	23
2 VIRAL MARKETING	24
2.1 Introduction to the issue	24
2.2 Methodology	27
2.2.1 Tables.....	28
2.2.2 Diagrams	34
2.3 Conclusion to the issue	48
3 DIGITIZATION OF THE AUTOMOTIVE INDUSTRY: ARE WE READY FOR THE SELF-DRIVING VEHICLE?	50
3.1 Introduction to the issue	50
3.2 Conceptual background	52
3.3 Literature analysis on the digitization of the automotive industry	57
3.3.1 Methodology.....	57

3.3.1.1	Data selection	69
3.3.1.2	Data cleansing and preselection of publications for the sample	70
3.3.1.3	Review of the full content.....	70
3.3.2	Year-author considerations	71
3.3.2.1	Research process of automotive industry based on the time and density of publications	71
3.3.2.2	Authors	73
3.3.3	Titles, topics and articles.....	73
3.3.4	Types of research and analysis of aggregated findings.....	74
3.3.5	Outputs	76
3.3.6	Publication and Research Areas Analysis	76
3.3.6.1	Journal Publications	76
3.3.6.2	Conference papers.....	77
3.3.7	Research Area.....	77
3.4	Conclusion to the issue	78
4	ARTIFICIAL INTELLIGENCE AND ITS IMPACT ON THE LABOR MARKET – CONSEQUENCES FOR UNEMPLOYMENT RATES, COMPANIES AND WORKERS	80
4.1	Introduction to the issue	80
4.1.1	What is technological unemployment?	81
4.1.2	What are the concrete effects of technological unemployment?.....	82
4.2	Literature review	83
4.2.1	Search terms	83
4.2.2	Challenges while searching for literature	85
4.2.3	Databases	86
4.2.4	Additional Papers	88
4.2.5	Data Cleansing.....	88
4.2.6	Databases	89
4.2.7	Additional Papers	91
4.3	Results	93
4.3.1	Year of Publication.....	101
4.3.2	Type of literature	101
4.3.3	Journals, authors or author groups.....	102
4.3.4	Sorting by level of analysis.....	104
4.3.5	Research area	105

4.3.6	Empirical vs. non-empirical methods (Figures 27, 28, 29)	106
4.4	Discussion and in-depth analysis	108
4.4.1	Unemployment	109
4.4.1.1	Measurement of unemployment risk	109
4.4.1.2	How many jobs are susceptible to AI?	110
4.4.1.3	What kind of jobs or tasks can AI replace	111
4.4.1.4	How can the effects of technological job loss due to AI be explained	114
4.4.1.5	Geographical implications	115
4.4.2	The demand side	115
4.4.3	The supply side	116
4.4.3.1	Views of individuals	116
4.4.3.2	What can workers do to adapt to current developments?	117
4.5	Conclusion to the issue	117
5	GAMIFICATION – THE KEY TO ENCOURAGE EMPLOYEE MOTIVATION	119
5.1	Introduction to the issue	119
5.2	Conceptual Background	120
5.3	Literature Analysis on Gamification	126
5.3.1	Methodology	126
5.3.1.1	Online research for relevant publications	126
5.3.1.2	Data cleansing of found results for this study	127
5.3.2	Author-Year Considerations	128
5.3.2.1	Research Lifecycle of Gamification Based on Publications Frequency	129
5.3.2.2	Authors	130
5.3.3	Titles, Topics & Keywords	130
5.3.4	Research Methodologies	130
5.3.4.1	Categorization of Approaches	130
5.3.4.2	Analysis of Aggregated Findings	132
5.3.5	Publisher	133
5.3.6	Publication and Research Areas Analysis	134
5.3.6.1	Journal Publications	134
5.3.6.2	Research Area (Field/Discipline)	135
5.4	Successful Gamification Examples	136
5.5	Conclusion to the issue	137

6	HOW DOES E-LOGISTICS HELP TO OPTIMIZE THE SUPPLY CHAIN MANAGEMENT	147
6.1	Introduction to the issue	148
6.2	Analysis.....	149
6.2.1	Search terms and databases	149
6.2.1.1	Relevance of databases.....	151
6.2.1.2	Search Terms	152
6.2.2	Chosen papers.....	155
6.2.2.1	Type of paper	165
6.2.2.2	Years	167
6.2.2.3	Authors	168
6.2.3	Searched Terms vs. Found Terms	168
6.2.3.1	Comparison searched terms vs. found terms	176
6.2.3.2	Hits of keywords.....	178
6.2.3.3	Relevance of keywords	180
6.3	Conclusion to the issue	181
7	CRM, ERP, SAP	182
7.1	Introduction to the issue	182
7.1.1	Motivation for the Search terms	182
7.1.2	Methods	182
7.2	Analysis.....	182
7.2.1	Retrieved hits per source and search term.....	183
7.2.2	List of chosen articles.....	183
7.2.3	Overview of context attributes used for adaptation in the publications of the analysis	188
7.2.4	Number of Articles per year.....	191
7.2.5	Number of Articles per Publisher	192
7.3	Conclusion to the issue	192
8	SOCIAL MEDIA MARKETING AND INTERNATIONAL BUSINESS	194
8.1	Introduction to the issue	194
8.2	Keywords	196
8.3	Search Terms	196
8.4	Analysis.....	198
8.4.1	Analysis of Digital Libraries	198
8.4.2	Chosen Papers.....	200
8.4.3	Analysis of Journals	208
8.4.4	Analysis of Conferences	208

8.4.5	Analysis of Types of Publications	209
8.4.6	Analysis of Publishers.....	209
8.4.7	Analysis of Authors	210
8.4.8	Analysis of Years	211
8.4.9	Keyword Hits	213
8.5	Conclusion to the issue	214
9	THE ROLE OF SOCIAL MEDIA AND ELECTRONIC WORD-OF-MOUTH IN THE TOURISM INDUSTRY	216
9.1	Introduction to the issue	217
9.2	Research Background.....	219
9.2.1	Social media	219
9.2.2	Tourism industry	220
9.2.3	Electronic Word-of-Mouth.....	220
9.2.4	Travel planning and decision making.....	221
9.3	Methodology and research	221
9.3.1	Online Search for Relevant Academic Papers.....	222
9.3.2	Data Processing and Preselection of the Papers	225
9.3.3	Review of Preselected Papers	226
9.3.4	Quantitative Analysis	227
9.4	Findings of the Literature Analysis	227
9.4.1	Publications Frequency	227
9.4.2	Publishers.....	229
9.4.3	Authors.....	229
9.4.4	Type of Publication Outlet.....	231
9.4.5	Key Words	232
9.5	Conclusion to the issue	240
9.5.1	Interpretation of Results.....	241
9.5.2	Limitations of research	241
9.5.3	Recommendations for further research	242
10	LEVERAGING ON BIG DATA, ADVANCED PREDICTIVE AND SELF-SERVICE ANALYTICS TO MAKE TIMELY (REAL TIME) BUSINESS DECISIONS	244
10.1	Introduction to the issue	245
10.2	Period of Analysis, Authors and Publication Frequency.....	246
10.3	Publications and Research Area Analysis.....	248
10.4	Discussion and Results	262
10.5	Conclusion to the issue.....	262

11 SUPPLY CHAIN OPERATIONS REFERENCE: A TOOL FOR IMPROVEMENT IN SUPPLY CHAIN EFFICIENCY	263
11.1 Introduction to the issue	264
11.2 Keywords	266
11.3 Search terms	276
11.4 Analysis.....	276
11.4.1 Authors	276
11.4.2 Distribution by Years	277
11.4.3 Type of publication.....	278
11.4.4 Publisher	279
11.4.5 Overview of context attributes	281
11.4.6 Keywords hits and databases.....	284
11.5 Conclusion	289
12 INTEGRATION OF ELECTRONIC LOGISTICS IN SUPPLY CHAIN MANAGEMENT, TRANSPORTATION AND ELECTRONIC BUSINESSES	290
12.1 Introduction to the issue	290
12.2 Conceptual Framework.....	291
12.3 Literature Review	291
12.4 Discussion	301
12.5 Conclusion to the issue	302
13 CHINESE GOVERNMENT'S RESTRICTIONS ON ONLINE SOCIAL MEDIA AND SEARCH ENGINES	303
13.1 Introduction to the issue	304
13.2 Keywords	305
13.3 Search terms.....	306
13.4 Analysis.....	306
13.4.1 Analysis in Excel File	306
13.4.2 Analysis as a Presentation	318
13.4.3 Conclusion to the Analysis.....	326
13.5 Conclusion to the issue	327
CONCLUSION	329
SUMMARY TO THE MONOGRAPH	330
REFERENCES	333