A Structural Equation Model Of Scanning Behavior Of Managers

#structural equation modeling #manager scanning behavior #environmental scanning #organizational behavior #managerial information seeking

This study employs a Structural Equation Model (SEM) to thoroughly analyze the scanning behavior of managers. It investigates how various latent and observed factors influence the ways managers gather and process information from their environment, providing critical insights into their strategic decision-making and adaptive capabilities within organizations.

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Excerpt from A Structural Equation Model of Scanning Behavior of Managers The author is grateful for the comments and suggestions of Eleanor Westney, Donald Lessard, Michael Scott Morton, John Carroll, and Howard Stevenson; for help and assistance from Seok Ki Kim and Yun Key Yun in conducting field research in Korea; and for financial support from the Sloan School of Management, Mit. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at www.forgottenbooks.com This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections present in the aged copy. In rare cases, an imperfection in the original, such as a blemish or missing page, may be replicated in our edition. We do, however, repair the vast majority of imperfections successfully; any imperfections that remain are intentionally left to preserve the state of such historical works.

A Structural Equation Model of Scanning Behavior of Managers (Classic Reprint)

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A Structural Equation Model of Scanning Behavior of Managers - Primary Source Edition

Offers twelve chapters of discussion surrounding various tools and methods utilized by scholars and academics. This title covers a range of approaches for strategists, managers, and researchers.

Journal of Small Business and Entrepreneurship

Vols. for 1978- are the proceedings of the 2nd- annual conference of the Academy of Marketing Science.

Research Methodology in Strategy and Management

“Convergence” is defined as the intertwinement of species or technologies. “Tech- logical convergence,” on the other hand, refers to a trend where a single product such as a cell phone, used in the past solely for communication, evolves into a product that functions not only as a communication device but incorporates the distinct function- ities of a number of other technologies, thereby enabling users to take pictures, listen to music, access the Web, send and receive e-mail messages, find their way, and so on, equally successfully. Social networks such as Facebook, YouTube, MySpace and LinkedIn, where users congregate, discuss certain issues, entertain themselves, and share information in t- tual, audio and video formats, are among the most frequented web sites. Social networks having Web 2. 0 features offer personalized services, allowing users to - corporate their own content easily and describe, organize and share it with others, thereby enriching users’ experience. More often than not, a capable cell phone is all you need to get access to such social networks and carry out all those tasks. Such tools tend to change our private, social and professional lives and blur the boundaries among them. In other words, our private, social and professional lives are converging, too: someone using a cell phone could be communicating with his/her friend(s), accessing information services, taking an exam using a learning management system, or conducting business.

Developments in Marketing Science

This book brings contemporary rigour to solve an age-old conundrum in management - do happy workers perform better? Decades of research - and mixed empirical evidence - have been unable to establish a strong link between affective well-being, intrinsic job satisfaction and managers' performance. This book employs a unique methodology, new empirical evidence and a definitive analysis of previous research to move towards supporting the happy productive worker thesis. The contributors illustrate that establishing how affective well-being and intrinsic job satisfaction predicts performance, it is now possible to demonstrate how deterioration, or an improvement, in affective well-being and intrinsic job satisfaction, impacts managerial performance.

Technological Convergence and Social Networks in Information Management

Quantitative marketing has been gaining importance during the last decade. This is indicated by the growing number of model- and method-oriented studies published in leading journals as well as by the many successful applications of quantitative approaches in pricing, advertising, new product planning, and market segmentation decisions. In addition, market research has clearly benefitted from applying advanced quantitative models and methods in practice. Some 60 researchers – among them worldwide leading scholars – offer a broad overview of quantitative approaches in marketing. They not only highlight diverse mathematical and methodological perspectives, but also demonstrate the relevance and practical consequences of applying quantitative approaches to marketing problems.

Happy-performing Managers

As the 21st century begins, we are faced with opportunities and challenges of available technology as well as pressured to create strategic and tactical plans for future technology. Worldwide, IT professionals are sharing and trading concepts and ideas for effective IT management, and this co-operation is what leads to solid IT management practices. This volume is a collection of papers that present IT management perspectives from professionals around the world. The papers seek to offer new ideas, refine old ones, and pose interesting scenarios to help the reader develop company-sensitive management strategies.

Quantitative Marketing and Marketing Management

This book gathers a selection of peer-reviewed papers presented at the first Big Data Analytics for Cyber-Physical System in Smart City (BDCPS 2019) conference, held in Shengyang, China, on 28–29 December 2019. The contributions, prepared by an international team of scientists and engineers, cover the latest advances made in the field of machine learning, and big data analytics methods and approaches for the data-driven co-design of communication, computing, and control for smart cities.

Given its scope, it offers a valuable resource for all researchers and professionals interested in big data, smart cities, and cyber-physical systems.

Challenges of Information Technology Management in the 21st Century

This two-volume set LNCS 12777 and 12778 constitutes the thoroughly refereed proceedings of the 12th International Conference on Digital Human Modeling and Applications in Health, Safety, Ergonomics and Risk Management, DHM 2021, which was held virtually as part of the 23rd HCI International Conference, HCII 2021, in July 2021. The total of 1276 papers and 241 posters included in the 39 HCII 2021 proceedings volumes was carefully reviewed and selected from 5222 submissions. DHM 2021 includes a total of 56 papers; they were organized in topical sections named: Part I, Human Body, Motion and Behavior: Ergonomics, human factors and occupational health; human body and motion modeling; and language, communication and behavior modeling. Part II, AI, Product and Service: Rethinking healthcare; artificial intelligence applications and ethical issues; and digital human modeling in product and service design.

Big Data Analytics for Cyber-Physical System in Smart City

Behavioral strategy continues to attract increasing research interest within the broader field of strategic management. Research in behavioral strategy has clear scope for development in tandem with such traditional streams of strategy research that involve economics, markets, resources, and technology. The key roles of psychology, organizational behavior, and behavioral decision making in the theory and practice of strategy have yet to be comprehensively grasped. Given that strategic thinking and strategic decision making are importantly concerned with human cognition, human decisions, and human behavior, it makes eminent sense to bring some balance in the strategy field by complementing the extant emphasis on the “objective” economics-based view with substantive attention to the “subjective” individual-oriented perspective. This calls for more focused inquiries into the role and nature of the individual strategy actors, and their cognitions and behaviors, in the strategy research enterprise. For the purposes of this book series, behavioral strategy would be broadly construed as covering all aspects of the role of the strategy maker in the entire strategy field. The scholarship relating to behavioral strategy is widely believed to be dispersed in diverse literatures. These existing contributions that relate to behavioral strategy within the overall field of strategy has been known and perhaps valued by most scholars all along, but were not adequately appreciated or brought together as a coherent sub-field or as a distinct perspective of strategy. This book series on Research in Behavioral Strategy will cover the essential progress made thus far in this admittedly fragmented literature and elaborate upon fruitful streams of scholarship. More importantly, the book series will focus on providing a robust and comprehensive forum for the growing scholarship in behavioral strategy. In particular, the volumes in the series will cover new views of interdisciplinary theoretical frameworks and models (dealing with all behavioral aspects), significant practical problems of strategy formulation, implementation, and evaluation, and emerging areas of inquiry. The series will also include comprehensive empirical studies of selected segments of business, economic, industrial, government, and non-profit activities with potential for wider application of behavioral strategy. Through the ongoing release of focused topical titles, this book series will seek to disseminate theoretical insights and practical management information that will enable interested professionals to gain a rigorous and comprehensive understanding of the subject of behavioral strategy. Entrepreneurship and Behavioral Strategy contains contributions by leading scholars in the field of entrepreneurship with an interest in researching behavioral perspectives. The 10 chapters in this volume deal with a number of significant issues relating broadly to the behavioral aspects of entrepreneurship, covering topics such as entrepreneurial process orientation, a machine learning approach to reviewing the intersection of the entrepreneurship and behavioral strategy literatures, the temporalities of entrepreneurial risk behavior, entrepreneurs under ambiguity, disruptive business model innovations, international attention, entrepreneurial team formation, building alliances in new and small ventures, the role of insight in entrepreneurial action, and the effects of foreign competition on entrepreneurship activities. The chapters include empirical as well as conceptual treatments of the selected topics, and collectively present a wide-ranging review of the noteworthy research perspectives on the confluence of entrepreneurship and behavioral strategy.

Digital Human Modeling and Applications in Health, Safety, Ergonomics and Risk Management. AI, Product and Service

This book serves as a complete introduction to the subject of Knowledge Management (KM), and incorporates technical as well as social aspects, concepts as well as practical examples, and traditional KM approaches as well as emerging topics. Knowledge Management: Systems and Processes enhances the conventional exposition of KM with an in-depth discussion of the technologies used to facilitate the management of knowledge in large and small organizations. This includes a complete description of the theory and applications of the various techniques and technologies currently in use to manage organizational knowledge. The discussion of technology is at a level appropriate for the typical business administration graduate student or corporate manager. Special features:* Includes case studies of actual implementations of KM systems, including details such as system architecture * Contains numerous vignettes describing practical applications of KM initiatives at leading firms and governmental organizations * Provides a balanced view of knowledge management, while incorporating benefits and controversial issues, and both technology and social aspects * Extremely current, making extensive use of latest developments in, and examples from, the field of KM * Written by two proficient and recognized researchers in the field of KM.

Entrepreneurship and Behavioral Strategy

In recent years, all types of businesses have increasingly focused on the importance of the relationship with the customer. Customer knowledge management has become a well-known term used in the business and academic worlds for understanding how to control consumer behavior. The Handbook of Research on Managing and Influencing Consumer Behavior discusses the importance of understanding and implementing customer knowledge management and customer relationship management into everyday business workflows. This comprehensive reference work highlights the changes that the Internet and social media have brought to consumer behavior, and is of great use to marketers, businesses, academics, students, researchers, and professionals.

INFORMATION AND COMMUNICATION TECHNOLOGIES IN EVERYDAY LIFE: OPPORTUNITIES AND CHALLENGES

The 13th International Conference on Human–Computer Interaction, HCI Inter- tional 2009, was held in San Diego, California, USA, July 19–24, 2009, jointly with the Symposium on Human Interface (Japan) 2009, the 8th International Conference on Engineering Psychology and Cognitive Ergonomics, the 5th International Conference on Universal Access in Human–Computer Interaction, the Third International Conf- ence on Virtual and Mixed Reality, the Third International Conference on Internati- alization, Design and Global Development, the Third International Conference on Online Communities and Social Computing, the 5th International Conference on Augmented Cognition, the Second International Conference on Digital Human Mod- ing, and the First International Conference on Human-Centered Design. A total of 4,348 individuals from academia, research institutes, industry and gove- mental agencies from 73 countries submitted contributions, and 1,425 papers that were judged to be of high scientific quality were included in the program. These papers - dress the latest research and development efforts and highlight the human aspects of the design and use of computing systems. The papers accepted for presentation thoroughly cover the entire field of human–computer interaction, addressing major advances in knowledge and effective use of computers in a variety of application areas.

ECKM2010-Proceedings of the 11th European Conference on Knowledge Management

This book includes original unpublished contributions presented at the International Conference on Data Analytics and Management (ICDAM 2023), held at London Metropolitan University, London, UK, during June 2023. The book covers the topics in data analytics, data management, big data, computational intelligence, and communication networks. The book presents innovative work by leading academics, researchers, and experts from industry which is useful for young researchers and students. The book is divided into four volumes.

Knowledge Management

Andreas Kirschkamp empirically analyses the early warning behavior of Chief Executive Officers in German medium-sized companies. First, he presents the design variables of early warning, then the influencing contingency variables. On the basis of the scholarly research on psychological and contingency theory, the author deduces hypotheses and tests them.

Handbook of Research on Managing and Influencing Consumer Behavior

As the field of information technology continues to grow and expand, it impacts more and more organizations worldwide. The leaders within these organizations are challenged on a continuous basis to develop and implement programs that successfully apply information technology applications. This is a collection of unique perspectives on the issues surrounding IT in organizations and the ways in which these issues are addressed. This valuable book is a compilation of the latest research in the area of IT utilization and management.

Human Interface and the Management of Information. Information and Interaction

Abstract: "This book discusses the indispensable value of understanding consumer activities and the crucial role they play in developing successful marketing strategies by focusing on concepts such as consumer perceptions, consumption culture, and the influence of information technology"--Provided by publisher

Proceedings of Data Analytics and Management

"This book uses a multi-cultural approach to discuss many issues relating to information systems, and takes many different perspectives on this intriguing topic"--Provided by publisher.

A Contingency-Based View of Chief Executive Officers' Early Warning Behaviour

Marketing management support systems are designed to make marketing managers more effective decision makers in this electronic era. Developments in information technology have caused a marketing data explosion, but have also provided a powerful set of tools that can transform this data into applicable marketing knowledge. Consequently, companies are making major investments in such marketing decision aids. This book is the first comprehensive, systematic textbook on marketing management support systems. The basic issue is the question of how to determine the most effective type of support for a given marketing decision maker in a particular decision situation. The book takes a demand-oriented approach. Decision aids for marketing managers can only be effective if they match with the thinking and reasoning process of the decision makers who use them. Consequently, the important questions addressed in this book are: how do marketing managers make decisions; how can marketing management support systems help to overcome several (cognitive) limitations of human decision makers; and what is the most appropriate type of management support system for assisting the problem-solving methods employed by a marketing decision-maker?

Issues & Trends of Information Technology Management in Contemporary Organizations

This book discusses theories and frameworks addressing the adaptability and sustainable competitive advantages of firms, including dynamic capabilities. This work develops and examines a concept that makes dynamic capabilities more tangible and provides guidance to managers and researchers on how to develop and maintain sustainable competitiveness. The focus thereby lies on sensing, i.e., the capability of firms to recognize opportunities and threats in their environment, and its effect on a firm’s financial success. The insights from this work will shift managers’ attention from the more static resource-based view to the dynamic capabilities perspective on firms.

Understanding Consumer Behavior and Consumption Experience

As technology has made imaging of the brain noninvasive and inexpensive, nearly every psychologist in every subfield is using pictures of the brain to show biological connections to feelings and behavior. Handbook of Neuroscience for the Behavioral Sciences, Volume I provides psychologists and other behavioral scientists with a solid foundation in the increasingly critical field of neuroscience. Current and accessible, this volume provides the information they need to understand the new biological bases, research tools, and implications of brain and gene research as it relates to psychology.

Technological Advancement in Developed and Developing Countries: Discoveries in Global Information Management

As technology has made imaging of the brain noninvasive and inexpensive, nearly every psychologist in every subfield is using pictures of the brain to show biological connections to feelings and behavior. Handbook of Neuroscience for the Behavioral Sciences, Volume II provides psychologists and other behavioral scientists with a solid foundation in the increasingly critical field of neuroscience. Current and accessible, this volume provides the information they need to understand the new biological bases, research tools, and implications of brain and gene research as it relates to psychology.

Marketing Management Support Systems

This book challenges the current thinking on trust largely based on studies in stable contexts, by presenting new empirical studies of trust and trust building in a number of less stable, less institutionalized settings. These contexts are gaining in prominence given the globalization and virtualization of organizational relations, development of high velocity markets, and the growing importance of intangible resources.

Adaptability Through Dynamic Capabilities

This volume presents papers from the 10th Working Conference of the IFIP WG 8.6 on the adoption and diffusion of information systems and technologies. It explores the dynamics of how some technological innovation efforts succeed while others fail. The book looks to expand the research agenda, paying special attention to the areas of theoretical perspectives, methodologies, and organizational sectors.

Handbook of Neuroscience for the Behavioral Sciences, Volume 1

Interdisciplinary in terms of both its coverage and contributions, The Routledge Handbook of Diversity, Equity, and Inclusion Management in the Hospitality Industry provides an informative and systematic guide to the current state of knowledge on workforce diversity and its management. Providing empirical knowledge and reflective practice on diversity issues and their management in the hospitality industry, this handbook includes chapters written by a plethora of experts in the diversity management (DM) field, including scholars, academics, and industry experts, such as managers from leading hospitality industry firms. Logically structured and embellished with illustrative figures throughout, the volume provides critical reviews and an appraisal of current research and the future development of conceptual and theoretical approaches to diversity, equity, and inclusion (DEI) management in the hospitality industry, including dimensions of diversity in hospitality, such as gender, cultural/ethnic, age, disability, sexual orientation, and Indigenous workers. Elucidative examples are used from different countries such as Australia, Austria, Canada, Japan, United Arab Emirates, and India, and the volume takes a solution-based approach, providing future directions for emerging diversity researchers. Global in perspective, this book is a pivotal teaching resource for academics, an illustrative reference resource for Ph.D. students and early career researchers who work on workforce diversity and a practical guide for managers and HR consultants. It will also appeal to wider audiences, including those in tourism, recreation and leisure studies, and other professional fields.

Handbook of Neuroscience for the Behavioral Sciences, Volume 2

Advanced Series in Management: Volume 31 offers cutting-edge research from an international range of academics, who engage with the potential opportunities and challenges of digitization in the workplace.

Service Quality and Customer Satisfaction of Chain Restaurants in Selected Cities of Gujarat

The New Digital Era’s two volumes vitally generate new information in order to determine the advantages and risks in which areas this digitalization, which has increased with the COVID-19 pandemic.

Trust Under Pressure

Marketing models is a core component of the marketing discipline. The recent developments in marketing models have been incredibly fast with information technology (e.g., the Internet), online marketing (e-commerce) and customer relationship management (CRM) creating radical changes in the way companies interact with their customers. This has created completely new breeds of marketing models, but major progress has also taken place in existing types of marketing models. The HANDBOOK OF MARKETING DECISION MODELS presents the state of the art in marketing decision models, dealing with new modeling areas such as customer relationship management, customer value and online marketing, but also describes recent developments in other areas. In the category of marketing mix models, the latest models for advertising, sales promotions, sales management, and competition are dealt with. New developments are presented in consumer decision models, models for return on marketing, marketing management support systems, and in special techniques such as time series and neural nets. Not only are the most recent models discussed, but the book also pays attention to the implementation of marketing models in companies and to applications in specific industries.

Organizational Dynamics of Technology-Based Innovation: Diversifying the Research Agenda

The new multimedia standards (for example, MPEG-21) facilitate the seamless integration of multiple modalities into interoperable multimedia frameworks, transforming the way people work and interact with multimedia data. These key technologies and multimedia solutions interact and collaborate with each other in increasingly effective ways, contributing to the multimedia revolution and having a significant impact across a wide spectrum of consumer, business, healthcare, education and governmental domains. This book aims to provide a complete coverage of the areas outlined and to bring together the researchers from academic and industry as well as practitioners to share ideas, challenges and solutions relating to the multifaceted aspects of this field.

The Routledge Handbook of Diversity, Equity, and Inclusion Management in the Hospitality Industry

This book goes into a detailed investigation of adapting artificial neural network (ANN) and structural equation modeling (SEM) techniques in marketing and consumer research. The aim of using a dual-stage SEM and ANN approach is to obtain linear and non-compensated relationships because the ANN method captures non-compensated relationships based on the black box technology of artificial intelligence. Hence, the ANN approach validates the results of the SEM method. In addition, such the novel emerging approach increases the validity of the prediction by determining the importance of the variables. Consequently, the number of studies using SEM-ANN has increased, but the different types of study cases that show customization of different processes in ANNs method combination with SEM are still unknown, and this aspect will be affecting to the generation results. Thus, there is a need for further investigation in marketing and consumer research. This book bridges the significant gap in this research area. The adoption of SEM and ANN techniques in social commerce and consumer research is massive all over the world. Such an expansion has generated more need to learn how to capture linear and non-compensatory relationships in such area. This book would be a valuable reading companion mainly for business and management students in higher academic organizations, professionals, policy-makers, and planners in the field of marketing. This book would also be appreciated by researchers who are keenly interested in social commerce and consumer research.

Technology, Management and Business

The value-driven nature of nonprofit organizations calls for a broader understanding of investments outside of a purely financial conceptualization. Nonprofits ultimately strive for a social return, and allocating resources to nonprofit capacities is a vital form of investments. The four chapters of this thesis examine two types of nonprofit investments, impact investing and investments in nonprofit capacities, and focus on their influencing factors and effects. The findings reveal that strategic behavior and planning are crucial management tasks. The blurring of social and financial logics offers opportunities that if accompanied by a clear strategy enhances the work of nonprofits.

International Business Review

This book is about marketing models and the process of model building. Our primary focus is on models that can be used by managers to support marketing decisions. It has long been known that simple models usually outperform judgments in predicting outcomes in a wide variety of contexts. For example, models of judgments tend to provide better forecasts of the outcomes than the judgments themselves (because the model eliminates the noise in judgments). And since judgments never fully reflect the complexities of the many forces that influence outcomes, it is easy to see why models of actual outcomes should be very attractive to (marketing) decision makers. Thus, appropriately constructed models can provide insights about structural relations between marketing variables. Since models explicate the relations, both the process of model building and the model that ultimately results can improve the quality of marketing decisions. Managers often use rules of thumb for decisions. For example, a brand manager will have defined a specific set of alternative brands as the competitive set within a product category. Usually this set is based on perceived similarities in brand characteristics, advertising messages, etc. If a new marketing initiative occurs for one of the other brands, the brand manager will have a strong inclination to react. The reaction is partly based on the manager's desire to maintain some competitive parity in the mar keting variables.

The New Digital Era

Handbook of Marketing Decision Models