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Christiane Jungermann



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Artificial Intelligence for HR Ben Eubanks, 2025-09-03 Is your HR strategy ready to harness the full potential of artificial intelligence AI Artificial Intelligence for HR by Ben Eubanks is a strategic guide for senior HR leaders and executives who want to integrate AI into the people function to drive efficiency engagement and measurable business results Now in its third edition this book explains the evolving AI landscape from natural language processing that eliminates bias in job adverts to chatbots that enhance the employee experience It includes new coverage on generative AI and its global implications giving leaders the insight to implement AI ethically and effectively across the employee lifecycle You ll discover how to Use AI to improve recruitment engagement and workforce productivity Apply generative AI to enhance decision making and innovation Implement AI solutions that align with governance and compliance standards Translate AI opportunities into operational efficiencies and business impact Featuring practical guidance research and examples from Uber IBM and Unilever Artificial Intelligence for HR equips senior decision makers to deploy AI strategically ensuring people and technology work together to deliver sustained competitive advantage Themes include AI in HR strategy governance generative AI workforce productivity ethical implementation

Smart HRM Christian Gärtner, 2024-08-01 Das Buch zeigt anwendungsnah welche digitalen Tools und Methoden sich in der Personalarbeit bew hrt haben von People Analytics ber Chatbots und Robotic Process Automation bis hin zu Augmented und Virtual Reality und Verfahren aus dem Forschungsgebiet der k nstlichen Intelligenz Dabei werden nicht nur Praxisbeispiele vorgestellt sondern auch die M glichkeiten und Grenzen anhand wissenschaftlicher Studien sowie rechtlicher und ethischer Aspekte diskutiert Bei Smart HRM geht es n mlich nicht nur um digitale Tools sondern um deren kluge Anwendung Deshalb sollten HR Professionals ber die zugrunde liegenden Technologien Bescheid wissen und dar ber ob der Einsatz digitaler Tools legal und legitim ist Alles andere w re nicht smart Dann aber erm glichen solche Tools effektive effiziente oder gar innovative Produkte und Dienstleistungen entlang der gesamten HR Wertsch pfungskette In der 2 Auflage wurden alle Kapitel bearbeitet und folgende Themen erg nzt Large Language Modelle Generative KI ChatGPT EU AI Act Leitlinien zum Umgang mit KI neue Praxisbeispiele

Superhuman Innovation Chris Duffey, 2019-03-03 DISTINGUISHED FAVOURITE Independent Press Award 2020 Business General Category WINNER CES 2020 Gary s Book Club Top Technology Book of the Year Artificial Intelligence AI is the new electricity of our times It is revolutionizing industries the world over and changing how we fundamentally view and understand work Superhuman Innovation argues that AI will supercharge the workforce and the world of work can be harnessed to deliver powerful change to how companies innovate and gain competitive advantage It is a practical guide to how AI and Machine Learning are impacting not only how businesses brands and agencies innovate but also what they innovate products services and content In a world of product and pricing parity the delivery of superior service experience has become the new marketing and the new real competitive edge With AI companies can harness the

power of data personalization and on demand availability at the touch of an intelligent button Superhuman Innovation discusses how AI will serve the superstar innovators of tomorrow by enabling them to see deeper insights and set sail for higher goals It unearths a powerful five pronged model which describes how AI enables innovation through the offerings of Speed facilitating work processes Understanding revealing and mastering deep insights Performance customization of delivery to customers Experimentation the iterative process of reinvention and feedback and Results tangible measurable and optimizable results The book is supported by varied and innovative case studies from a variety of industries

Introduction to Information Systems R. Kelly Rainer, Brad Prince, Cristobal Sanchez-Rodriguez, Ingrid

Spletstoeser-Hogeterp, 2025-12-22 As digital transformation reshapes the business landscape today's students need to understand how information systems drive organizational success across all industries Introduction to Information Systems 7th Canadian Edition delivers this essential knowledge through rich Canadian content global perspectives and active learning approaches that prepare students for real world challenges This comprehensive text demonstrates how IT serves as the backbone of modern organizations whether students are pursuing careers in accounting finance marketing human resources operations management or MIS Students explore how information systems enable companies to increase profitability enhance customer service streamline operations and create competitive advantage in today's data driven economy Indigenous perspectives highlight the unique characteristics of Indigenous businesses and their use of technology enriching students understanding of diverse approaches to organizational success

Optimierung des Verkaufsprozesses im B2B Online-Handel: Studie zur Prozessverbesserung durch Webanalyse und Content Marketing Christiane Jungermann, 2015-03 Ein Wandel in der Mediennutzung stellt die Betreiber von Online Shops vor neue Herausforderungen im Management des Verkaufsprozesses Die Untersuchung in dieser Studie befasst sich mit der Bedeutung von Content Marketing mit Fokus auf die Prozessverbesserung im Online Verkaufsprozess insbesondere im B2B Segment Zu Beginn werden Einblicke in die theoretischen Grundlagen sowie in die grundlegenden Ziele und die Wirkungsweise von Content Marketing gegeben Weiterhin werden Modelle und Kennzahlen zur Analyse des Online Verkaufsprozesses aufgezeigt Durch die Entwicklung eines Controlling Systems in Form einer Kennzahlensystematik werden relevante Kennzahlen und Messgrößen im Verkaufsprozess von B2B Online Shops in bersichtlicher Form abgebildet und interpretiert Durch eine Webtracking Analyse werden am Beispiel von fünf Online Shops typische Schwachstellen im Verkaufsprozess identifiziert und analysiert Eine exemplarische Content Marketing Strategie zeigt auf wie und unter welchen Voraussetzungen Content Marketing zur Verbesserung des Online Verkaufsprozesses von Online Shops beitragen kann

L'économie de partage et le Big Data analytics Soraya Sedkaoui, Mounia Khelfaoui, 2019-07-01 Les différentes facettes de l'économie de partage offrent de nombreuses opportunités aux entreprises en particulier celles qui se distinguent par leurs idées créatives et leurs capacités connecter facilement les acheteurs et les vendeurs de biens et services via des plateformes numériques l'origine de la

croissance de cette économie les technologies numériques avancées génèrent des milliards d'octets de données constituant ce qu'on appelle le Big Data Cet ouvrage met en évidence le rôle facilitateur du Big Data analytics afin d'expliquer pourquoi et comment les algorithmes d'analyse de données peuvent être intégrés opérationnellement pour extraire de la valeur et améliorer les pratiques de l'économie de partage Il examine les raisons pour lesquelles ces nouvelles techniques sont nécessaires aux entreprises de cette économie et propose une série d'applications pratiques illustrant l'utilisation des données dans l'écosystème de partage

Leitfaden Growth Marketing Dietmar Barzen, Tim Cole, Ines Eschbacher, Jens Fuderholz, Martin Grahl, Nils Hafner, Harald Henn, Tomas Herzberger, Ralf T. Kreuzer, Markus Mattscheck, Maik Mohl, Anne M. Schüller, Uwe Techt, Urs Thüning, Danylo Vakhnenko, Robert Weller, 2021-04-01 Digitalisierung im Marketing heißt Automatisieren und Innovieren Neues ausprobieren und schneller lernen was gut ist und was nicht Digitales Marketing produziert in Echtzeit Kennzahlen Wer diese Zahlen nutzt um Gutes auszubauen und Schlechtes zu stoppen weiß warum Growth Marketing als Geheimtipp zu messbar mehr Marketingenerfolg gehandelt wird Agiles Arbeiten Design Thinking und New Work sind die Elemente einer funktionierenden Growth Marketing Strategie Endlose Abstimmungsmarathons Abteilungsdenken und Datensilos gehen abgeschafft CRM Systemen und effizientem Marketing Ressource Management geht die Zukunft Welche KPIs führen zu mehr Performance Wie sieht eine perfekte Landingpage aus Wie kann die Customer Journey und die Customer Experience optimiert werden In diesem Buch zeigen 30 Fachexperten wie Growth Marketing umgesetzt werden kann und verraten Tipps und Tricks zu SEO und SEA E Mail Social Media und Content Marketing mit zahlreichen Praxisbeispielen

Whispering the Secrets of Language: An Mental Journey through **Uber Analytics Test Udem**

In a digitally-driven earth where monitors reign great and immediate conversation drowns out the subtleties of language, the profound techniques and psychological nuances hidden within phrases often get unheard. Yet, nestled within the pages of **Uber Analytics Test Udem** a fascinating fictional prize pulsing with natural thoughts, lies an exceptional quest waiting to be undertaken. Composed by a talented wordsmith, that charming opus attracts readers on an introspective journey, gently unraveling the veiled truths and profound impact resonating within ab muscles cloth of each and every word. Within the psychological depths of this emotional review, we will embark upon a honest exploration of the book is primary subjects, dissect their interesting publishing fashion, and fail to the effective resonance it evokes deep within the recesses of readers hearts.

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web magnetocaloric materials are of two types based on the order of the phase transition between the ferromagnetic and paramagnetic states namely first order magnetocaloric fomt materials which undergo discontinuous change in magnetization with changing temperature and second order magnetocaloric somt materials which undergo

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