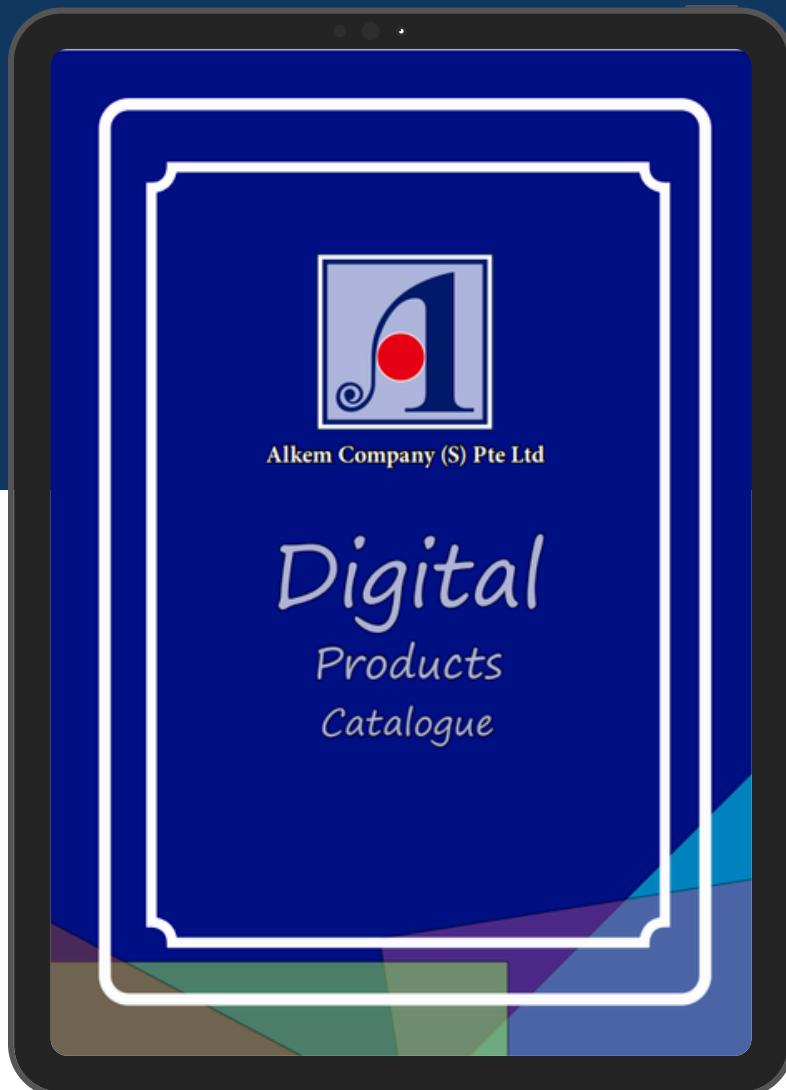
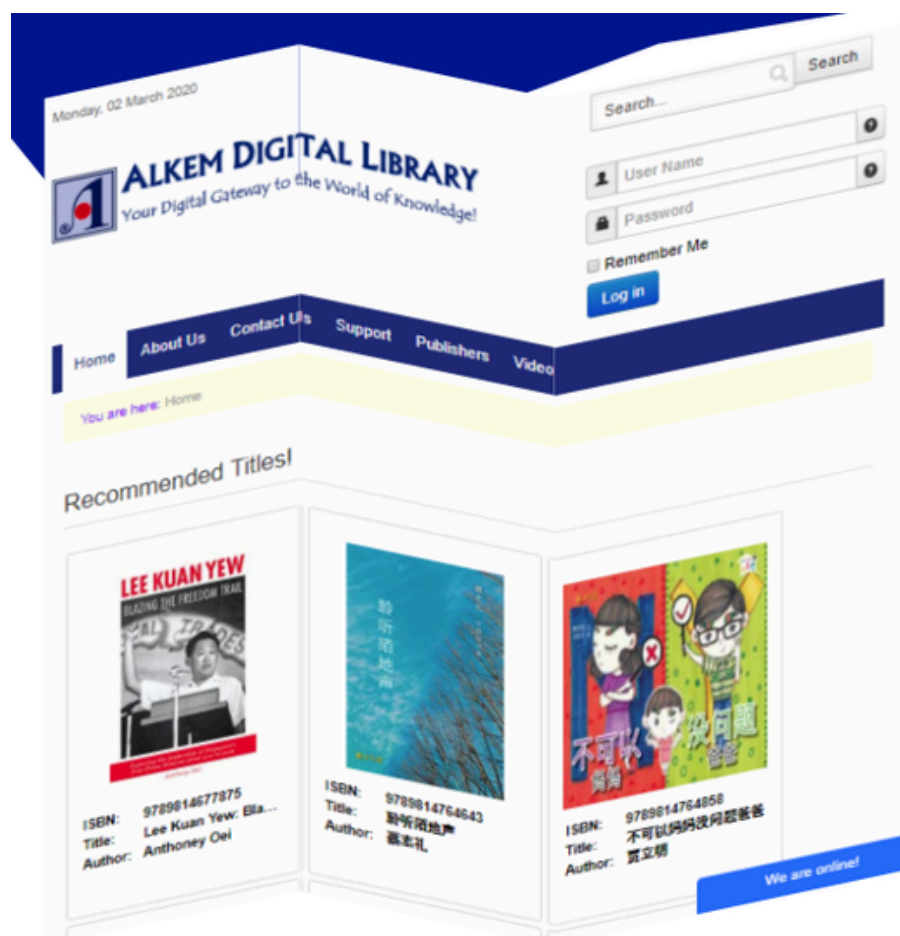


HƯỚNG DẪN SỬ DỤNG

Cơ sở dữ liệu sách điện tử chuyên
ngành Quản trị

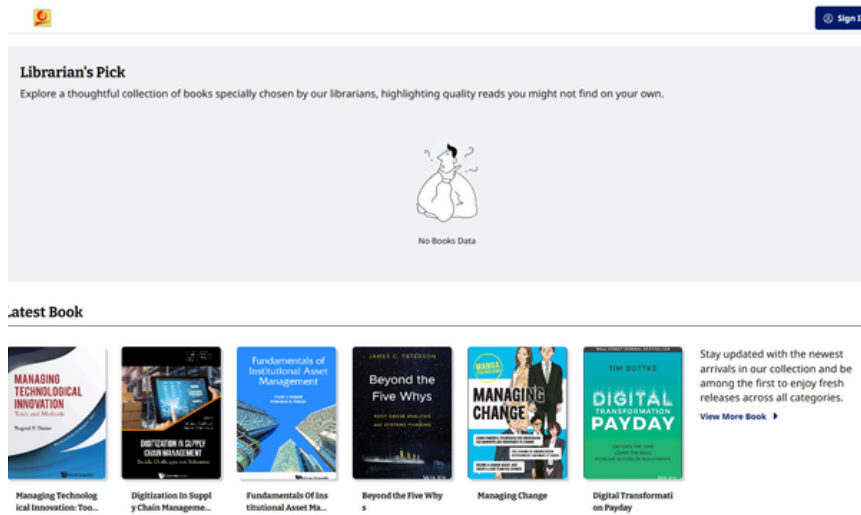




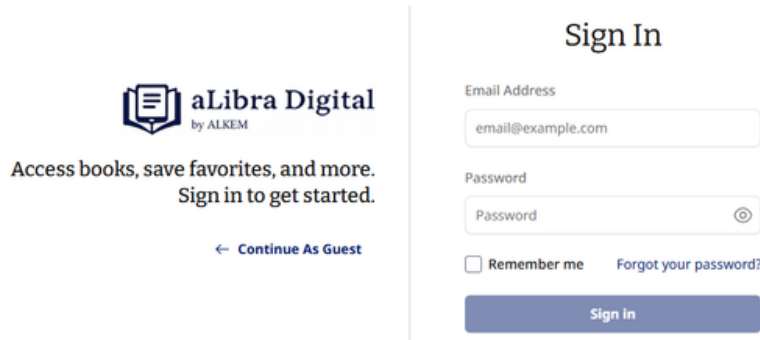
Thành lập từ năm 1999 đến nay, Alkem Company và Alkem Distributor Center là một trong những công ty hàng đầu tại Singapore và lớn nhất Đông Nam Á trong lĩnh vực xuất bản, phân phối sách, sách điện tử (ebook), phần mềm thư viện,... Alkem Distributor Center được trao nhiều giải thưởng danh giá và hiện là nhà cung cấp thư viện lớn cho nhiều đơn vị khác nhau bao gồm cả Hội Đồng Thư Viện Quốc Gia Singapore (National Library Board, Singapore). Mỗi năm Alkem cung cấp và phân phối tới khách hàng hơn 4 triệu sách điện tử, hơn 15 triệu sách in và các sản phẩm thư viện được bán ra. Công ty hợp tác xuất bản và phân phối với hơn 100 nhà xuất bản lớn trên thế giới. Hiện nay có hơn 160 khách hàng, tổ chức trên thế giới đang sử dụng sản phẩm ADL (Alkem Digital Library) - Thư viện số Alkem và phản hồi đánh giá tốt cũng như tiếp tục triển khai hàng năm. Bộ CSDL sách điện tử chuyên ngành Quản trị của Nhà xuất bản ADL được đổi tên nền tảng truy cập từ ADL (Alkem Digital Library) thành aLibra Digital với giao diện và hệ thống nâng cấp hơn nền tảng cũ.

Giao diện đăng nhập truy cập

Phương thức truy cập: Web thông qua các dải IP tĩnh hoặc Username/Password



Giao diện đăng nhập



The login interface features the 'aLibra Digital by ALKEM' logo on the left. Below the logo, it says 'Access books, save favorites, and more. Sign in to get started.' and a 'Continue As Guest' link. On the right, there is a 'Sign In' form with fields for 'Email Address' (containing 'email@example.com') and 'Password'. There are also checkboxes for 'Remember me' and a link for 'Forgot your password?'. A 'Sign In' button is at the bottom of the form.



Thanh công cụ

Giao diện hiện thị sách điện tử

← Back **Managing Technological Innovation: Tools And Methods**

Tugrul U Daim

Giới thiệu tóm tắt

The management of technological innovation is both an art as well as a science; the process involves the know-how and technological core skills to deliver the functionality on the one hand and (with an ear on the ground) the ability to identify changes in technologies to come up with new innovations on the other. This requires as a result frameworks system tools and methodologies to improve the yield in innovations. Managing Technological Innovation provides a set of tools and case studies for R&D managers to effectively manage technological innovations “€” from the identifying of technological needs to the launch of the product. The book is divided into five parts. Part 1 addresses the policies and strategies necessary to provide direction to R&D organizations in the management of technological innovation. Part 2 focuses on technological assessment; presenting the methods available to better matching of technologies to strategic directions supported with case studies to illustrate the evaluation methods. Part 3 covers the development and building of technological portfolios with new products as well as mitigation strategies. Part 4 focus on the execution phase of built portfolios “€” the development of new products. And finally Part 5 rounds up with a study on the factors which impact the diffusion of technological innovations into the market place. This book is a practical guide for R&D professions and designers as well as a case study reference for graduate students in pursuit of their project work.



About the book

Thông tin của sách

Author Tugrul U Daim	ISBN-10 9813207272
Publisher World Scientific Publishing Company	ISBN-13 9789813207271
Publication Date 2017-03-09	Edition Not specified
Categories Social Sciences	
Subjects Business And Management / Innovation / Technology / Knowledge / Information Management	

Mượn sách
Đọc trực tuyến
Trích dẫn

More Like This **Sách có cùng chủ đề**



Giao diện đọc online

	3E	Risks associated with conflicts in corporate culture
	3F	Risks associated with outsourcing some stages of the development of the product
	3G	Loss of key suppliers during the product launch
	3H	Risks associated with outsourcing the distribution of the product
	3J	Risks associated with incorrect feedback in order to transit this technology to the mainstream market
Customer	4A	Risks associated with the mainstream customers not switching to the new technology/product in the long run
	4B	Failure to meet customer demands in the targeted market segment
	4C	Risks associated with rejection from the mainstream customer segment in spite of gaining a firm foothold in the niche segment
Market	5A	Arrival of a competitor using the same type of technology
	5B	Risks associated with unappealing marketing/advertising campaign
	5C	Risks associated with an incorrect assessment of the market growth — the actual rate of growth in the market might be slower than the estimated growth
Legal	6A	IP Risks in the design stage of the product
	6B	Risks associated with violation in IP in the process of developing/refining the technology/product to transit it toward the mainstream market
	6C	Risks associated with insufficient knowledge of relevant IP issues at the design and development stage

(Continued)

CHAPTER 2 | Technology Assessment: Managing Risks 39

Table 3: (Continued)

Categories	Description	
Technology	7A	Wrong initial concept — inadvertently developing an incorrect/improper technology
	7B	Risks associated with incorrect evaluation/assessment with the maturity level of the existing technology
	7C	Risks associated with wrong technology planning/product planning
Sociopolitical	7D	Technical risks associated with product development process
	8A	Risks associated with adverse changes in the industry regulation during the development stage
	8B	Risks associated with adverse changes to environmental regulations during the development stage
Quality	8C	New product fails to deliver generally accepted values (health, safety, environment friendly, etc.)
	9A	Risks associated with developing an too inferior quality product
	9B	New product fails to fulfill the intended function
	9C	The new product succeeds in the niche market but fails to deliver the expected quality demanded by the mainstream customers in the long run

¹ From an organizational or human resource perspectives.

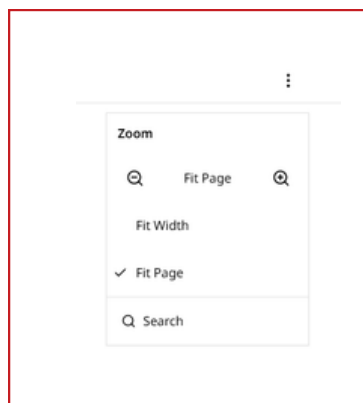
40 Anshu Ganguly, Rohanak Mishra & John V. Fair

Tính năng trong giao diện đọc sách

Mục lục sách



Thanh chức năng



Phần mềm AI hỗ trợ tìm kiếm thông tin

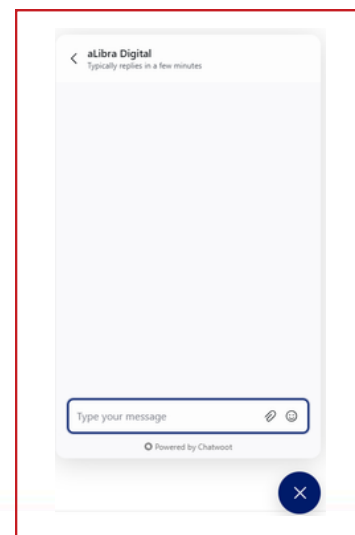


Table of contents

Half title

Trends, Challenges and Solutions in Contemporary Supply Chain Management

Title

Copyright

About the Editors

Contents

Chapter 1 Framing Digitalization and Supply Chain Management

Chapter 2 Digital Supply Chains: Industry 4.0 from a Supply Chain Relationship Perspective

Chapter 3 Digitization and Supply Chain Risk Management

Chapter 4 Blockchain for the Supply Chain: What Is It? Where Is It Being Used?

Chapter 5 Improving Supply Chain Resilience Through a Blockchain-Based System Architecture

Chapter 6 Blockchain Adoption in Maritime Supply Chain: Another Catch-Up Game for African Maritime Industry?

Chapter 7 Hospital Operations and Supply Chain Optimization: Combining Lean Management Tools with Process Mining AI and Digital Twin for

CHAPTER 1

Framing Digitalization and Supply Chain Management

Sengun Yeniurt*^{1,2} and Steven Carnovale^{1,3}

*Rutgers Business School, New Brunswick, NJ
¹Florida Atlantic University, College of Business, Boca Raton, FL
²yeniurt@business.rutgers.edu
³scarnovale@fau.edu

In late 2022 and early 2023, Open AI unleashed their “ChatGPT” large language model, and in the six months since then and at the writing of this chapter, the development of its capabilities, power, and scope have grown truly exponentially. While this example is not explicitly related to supply chain management, the potential for generative AI, large language models, and other digitalization **technology** (ies) have immeasurable potential for supply chain management applications. In recent years, the Internet of Things (IoT), Industry 4.0 (I4.0), blockchain **technology**, increases in computing power, and a transition to cloud-based architecture combine to enable transitioning away from legacy data-sharing standards (e.g., electronic data interchange) and have opened up the ability for real-time sharing of bilateral data between supply chain partners, facilitating true real-time information sharing. The question then becomes, how do we navigate it? Questions such as these are not trivial when recent industry reports indicate that over 50% of companies surveyed do not yet have a plan or roadmap in place for their digital supply chain transformation,¹ with recent estimates indicating that the size of the digital supply chain market, in 2020, was approximately \$3.91 billion with forecasts indicating that it may exceed \$13 billion by 2030.²

Compounding the issues relating to the scale, size, and overall expansiveness of the “digitized supply chain” is the scope of functional areas that supply chain management touches (e.g., sourcing and procurement, manufacturing and production, warehousing and outbound/return delivery of products and services), all of which is compounded by recent macroeconomic pressures as well as geopolitical tension (e.g., global conflicts, trade wars, sanctions and import tariffs/taxes, pandemics). The combination of these factors has led to the need for this book and likely much more work on this area. So, we offer the following compilation of material to explore the dynamics of digital supply chains from an academic perspective, highlighting various critical areas of applications and solutions to pressing challenges.

Each chapter provides a different perspective of how digital technologies can and are transforming the supply chain and operations management. The book discusses a variety of digital technologies, from the IoT to artificial intelligence, and from blockchain technologies to autonomous mobile robots, utilizing real work examples and in-depth discussions of their advantages as well as drawbacks.

The first chapter, after this introduction, focuses on the effect of digital transformation on supply chain relationships. The authors explain the changes that I4.0 technologies are bringing to the industry and specifically to supply chain management. The authors discuss both the advantages and disadvantages that such technologies provide for supply chain management and supply chain relationships. Further, the authors discuss the effect of information technologies on supply chain agility. This chapter provides a solid grounding of the key role that digitization will play in the high-tech supply chains of the future.

The second chapter focuses on supply chain risk management. The author explains the importance of supply chain mapping and visualization for risk management. He also discusses the IoT, big data analytics, artificial intelligence, and blockchain technologies. The chapter also provides an in-depth overview of the importance of risk monitoring. Now, more than ever, firms require visualization in order to appropriately manage their supply chains and to mitigate the potentially detrimental effects of disruptions. This is particularly poignant as recent industry estimates suggest that 85% of disruptions arise from Tier 2 and beyond.³

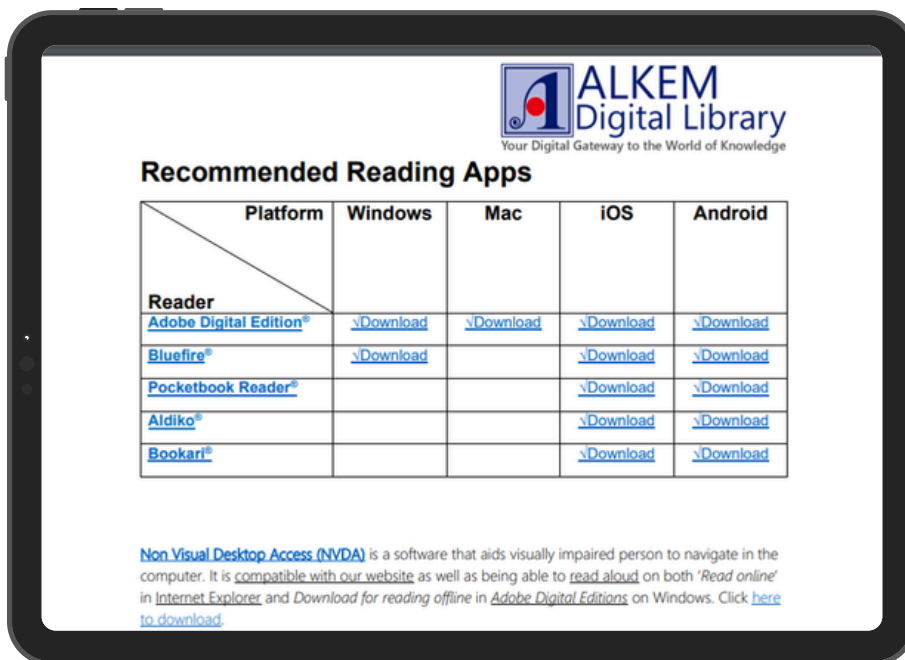
The third chapter focuses on blockchain, explaining the basics of the **technology** and how it is being used in supply chain management. The authors explain the distributed ledger **technology** proof of work and

Nhấp vào biểu tượng “≡” để mở mục lục sách

The screenshot shows a digital book interface. On the left, the main content area displays the chapter title "CHAPTER 1 Framing Digitalization and Supply Chain Management" and the authors' names "Sengun Yeniurt*^{1,2} and Steven Carnovale^{1,3}". Below this is the start of the chapter text. On the right, a sidebar titled "Search Book Contents" is open, showing a search bar with the word "technology" entered. Below the search bar, a list of search results is displayed, including "Chapter 1 Framing Digitalization and Supply Management" and "Chapter 2 Digital Supply Chains: Industry 4.0 Chain Relationship Perspective". At the bottom of the page, a navigation bar shows the page number "12 - 13 / 210" and navigation icons.

Nhấp vào nút “Search” để tìm kiếm nội dung sách điện tử. Nhấp vào kết quả tìm kiếm để chuyển đổi giữa các kết quả.

Để đọc offline sách điện tử, bạn đọc cần tải về các phần mềm eReaders như: Adobe Digital Edition®, Bluefire®, Bookvia®, MyeBooks®,....



ALKEM Digital Library
Your Digital Gateway to the World of Knowledge

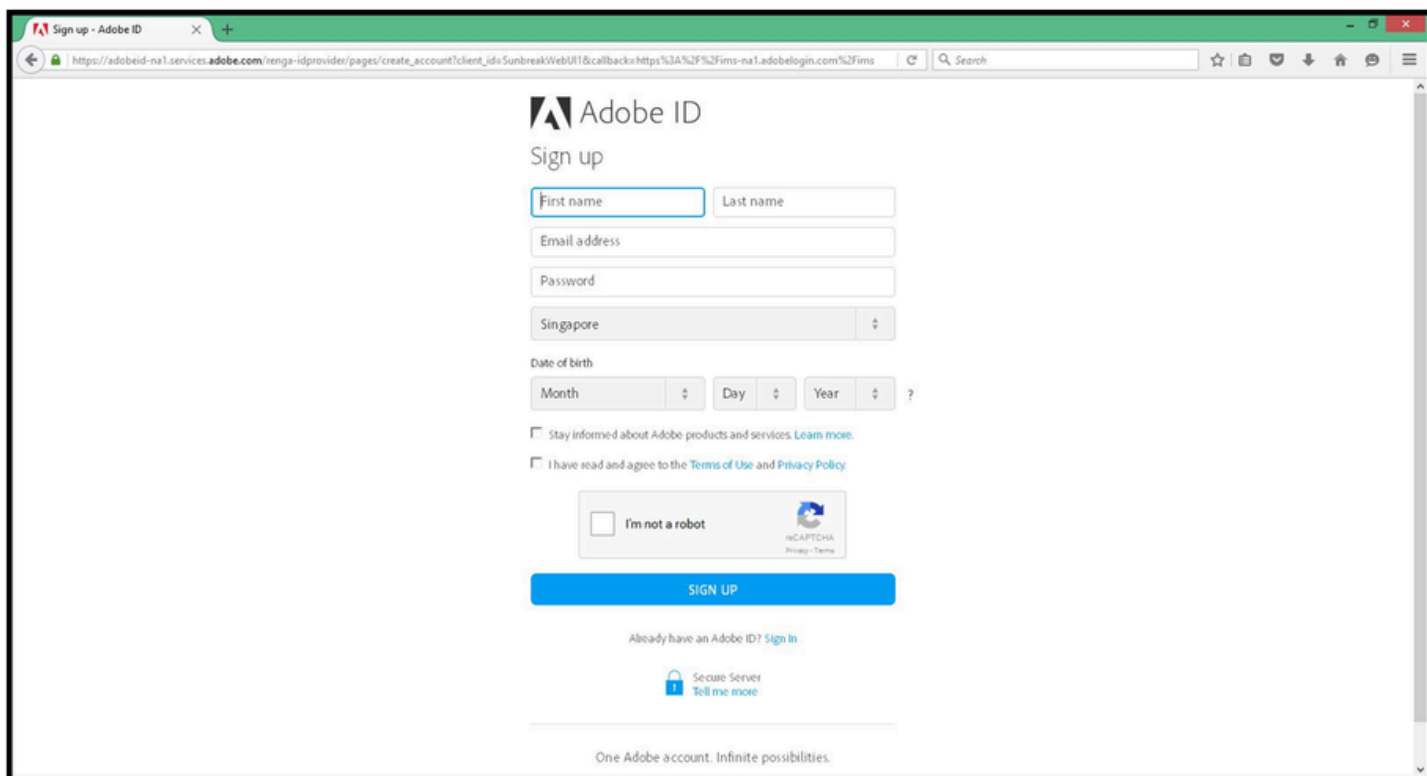
Recommended Reading Apps

Platform	Windows	Mac	iOS	Android
Reader				
Adobe Digital Edition®	\Download	\Download	\Download	\Download
Bluefire®	\Download		\Download	\Download
Pocketbook Reader®			\Download	\Download
Aldiko®			\Download	\Download
Bookari®			\Download	\Download

[Non Visual Desktop Access \(NVDA\)](#) is a software that aids visually impaired person to navigate in the computer. It is [compatible with our website](#) as well as being able to [read aloud](#) on both 'Read online' in [Internet Explorer](#) and [Download for reading offline in Adobe Digital Editions](#) on Windows. Click [here](#) to [download](#).

Ví dụ: sử dụng phần mềm Adobe Digital Edition®

Truy cập trang tài khoản Adobe ID để đăng ký Adobe ID (miễn phí).
Nhập thông tin cần thiết để đăng ký.



Sign up - Adobe ID

Adobe ID
Sign up

First name Last name

Email address

Password


Singapore

Date of birth

Month Day Year


Stay informed about Adobe products and services. [Learn more.](#)

I have read and agree to the [Terms of Use](#) and [Privacy Policy](#).

I'm not a robot 

SIGN UP

Already have an Adobe ID? [Sign In](#)

 Secure Server
[Tell me more](#)

One Adobe account. Infinite possibilities.

Truy cập: <https://www.adobe.com/solutions/ebook/digital-editions/download.html>

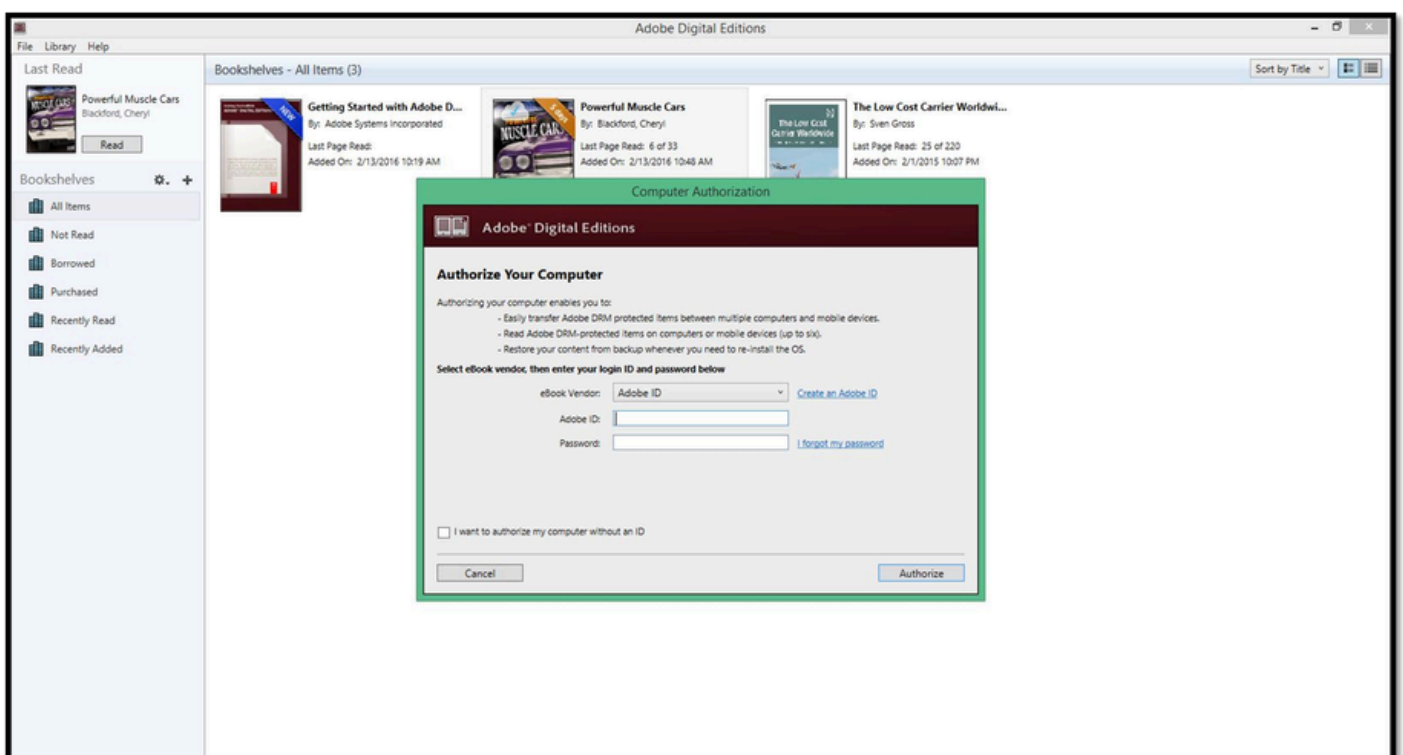
để tải về và cài đặt phần mềm đọc sách điện tử (miễn phí)

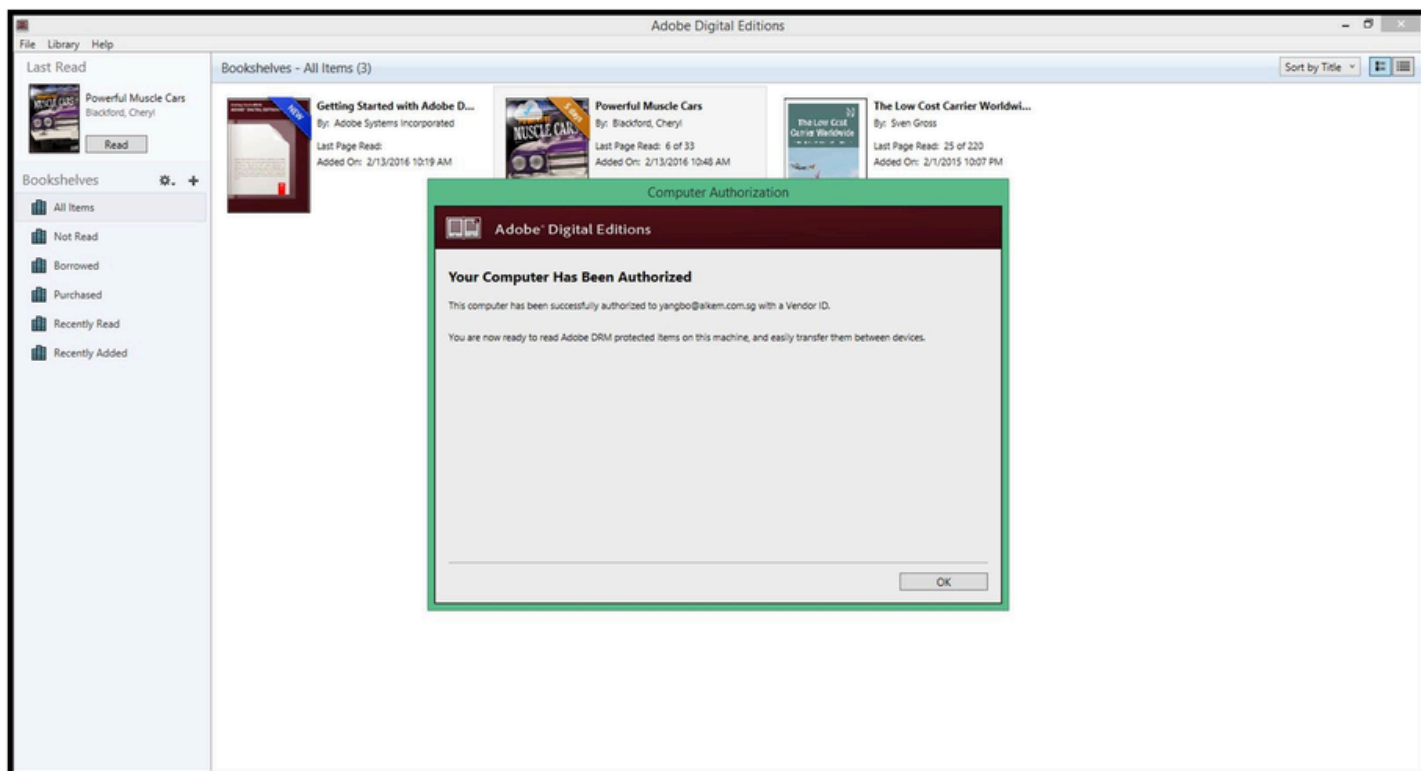
The screenshot shows the Adobe website page for downloading the Adobe Digital Editions 4.5.12 installer. The page includes a navigation bar with links for eBooks, Adobe Digital Editions, Tech Specs, FAQ, Release Notes, Download, and Sample eBook Library. The main heading is "Adobe Digital Editions 4.5.12 Installers". Below the heading, there is a brief instruction: "Locate your preferred platform and click on it to download the installer. Then run the installer on your machine to install Adobe Digital Editions." There are two download links: "Download Digital Edition 4.5.12 Macintosh (72MB)" and "Download Digital Edition 4.5.12 Windows (8.24MB)". A note mentions seamless fulfillment of books across devices. At the bottom, there are buttons for "Download on the App Store" and "GET IT ON Google Play". There is also a section for "Additional Downloads" with a link to "Getting Started with Adobe Digital Editions eBook" and a "Sample eBook Library" section with a link to "Download sample eBooks for viewing in Digital Editions".

Sau khi cài đặt thành công phần mềm, bạn đọc cần cấp phép cho thiết bị

Để cấp phép cho thiết bị, hãy mở Adobe Digital Editions, nhấp vào “Trợ giúp” và chọn “Cấp phép máy tính”.

Sau đó Nhập ID và mật khẩu Adobe đã đăng ký rồi nhấn nút “Xác thực” để tiếp tục.





Sau khi xác thực thành công, một thông báo bật lên sẽ hiện ra, hãy nhấp vào “OK” để tiếp tục.

CREATE A HIGH-PERFORMING TEAM BY EMPLOYING EFFECTIVE CHANGE MANAGEMENT

Do you want to improve your current workplace or organization? Organization Development can teach you what steps you can take to achieve your goals. You'll follow Chuji, a store manager at an automobile company who's been sent to a troubled dealership branch and learn from the challenges he faces as he implements a series of managerial changes only to meet resistance and hostility from employees and leaders. You'll also learn about:

- How to overcome obstacles and resistance to organizational change
- How to employ the principles of visibility, communication, and visioning while leveraging the strengths of your team
- The science of organizational development

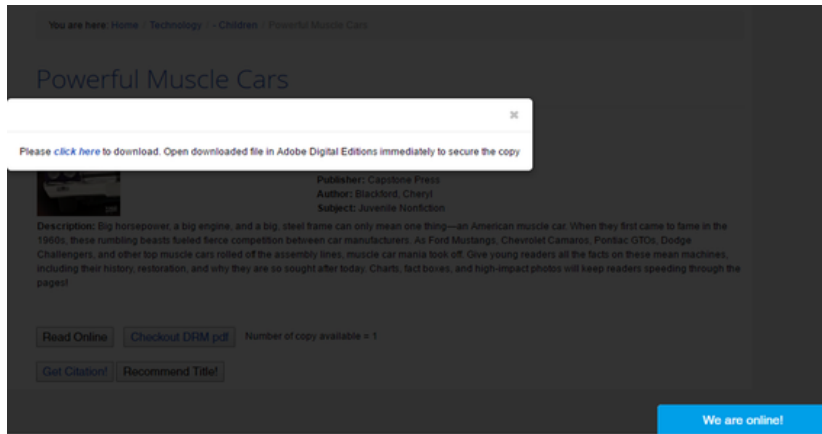
Managing Change is an indispensable roadmap to effective change management that will help you shift the mindset of your team members from individualism to one focused on the good of the organization and the team as a whole. Find out why the Manga For Success series-now available in English for the first time-is so popular in Japan, Korea, and beyond.

About the book

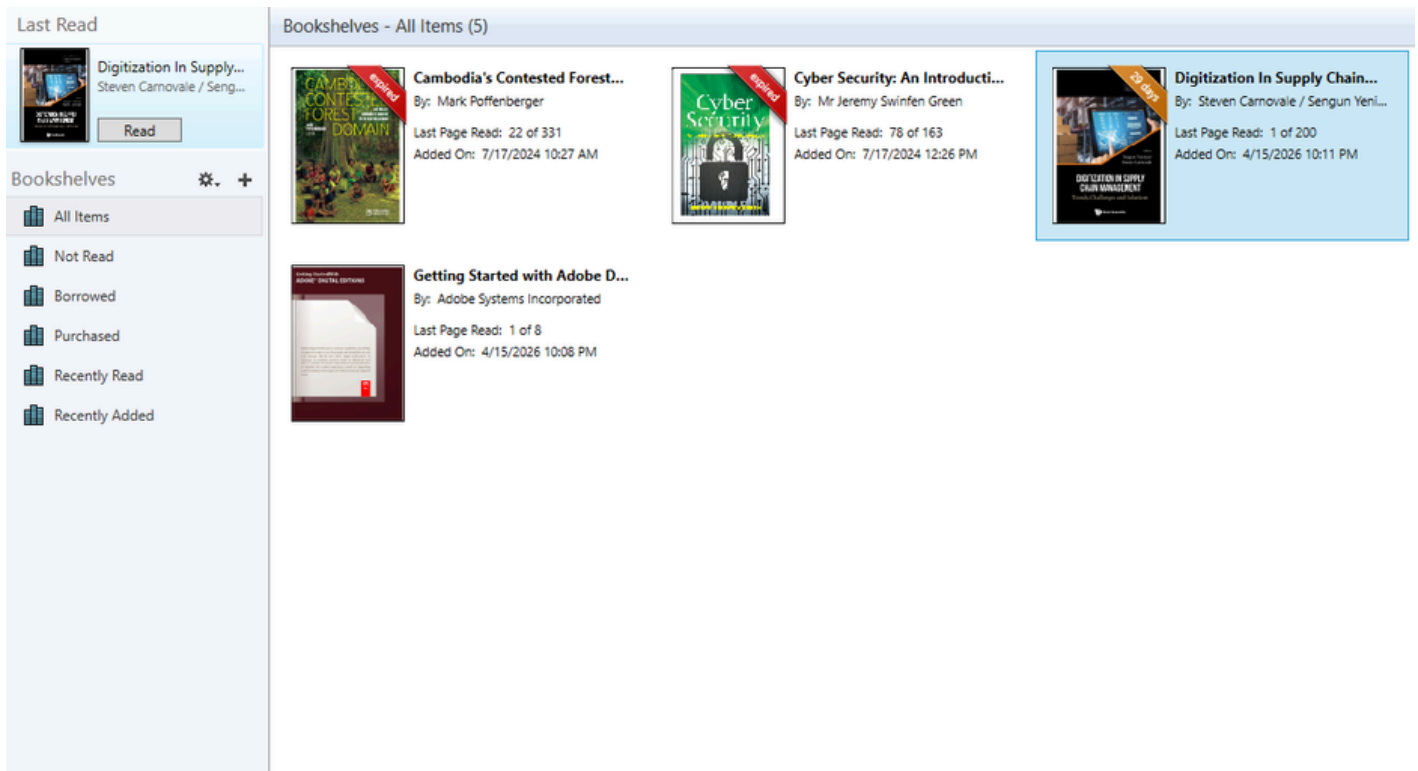
Author Nakamura, Kazuhiko	ISBN-10 1394176244
Publisher Wiley	ISBN-13 9781394176243
Publication Date 2023-04-25	Edition 17723
Categories Technology	
Subjects Business & Management Special Topics	



Nhấp vào nút “Borrow Book” để mượn sách đọc offline.
Nhấp vào nút “Download ACSM” để tải xuống tệp ACSM.



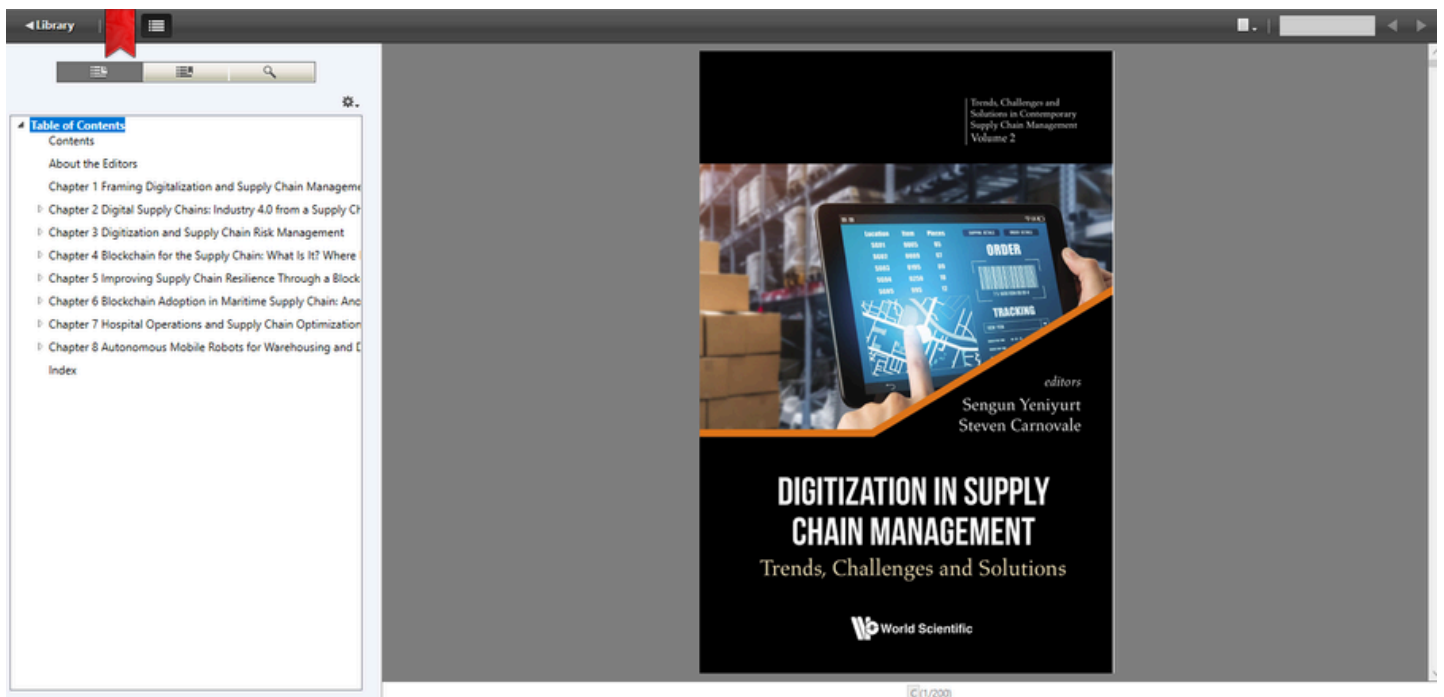
Để bảo mật bản sao đã tải xuống, hãy mở tệp ACSM đã tải xuống trong Adobe Digital Edition ngay lập tức. Nhấp vào “OK” để tiếp tục.



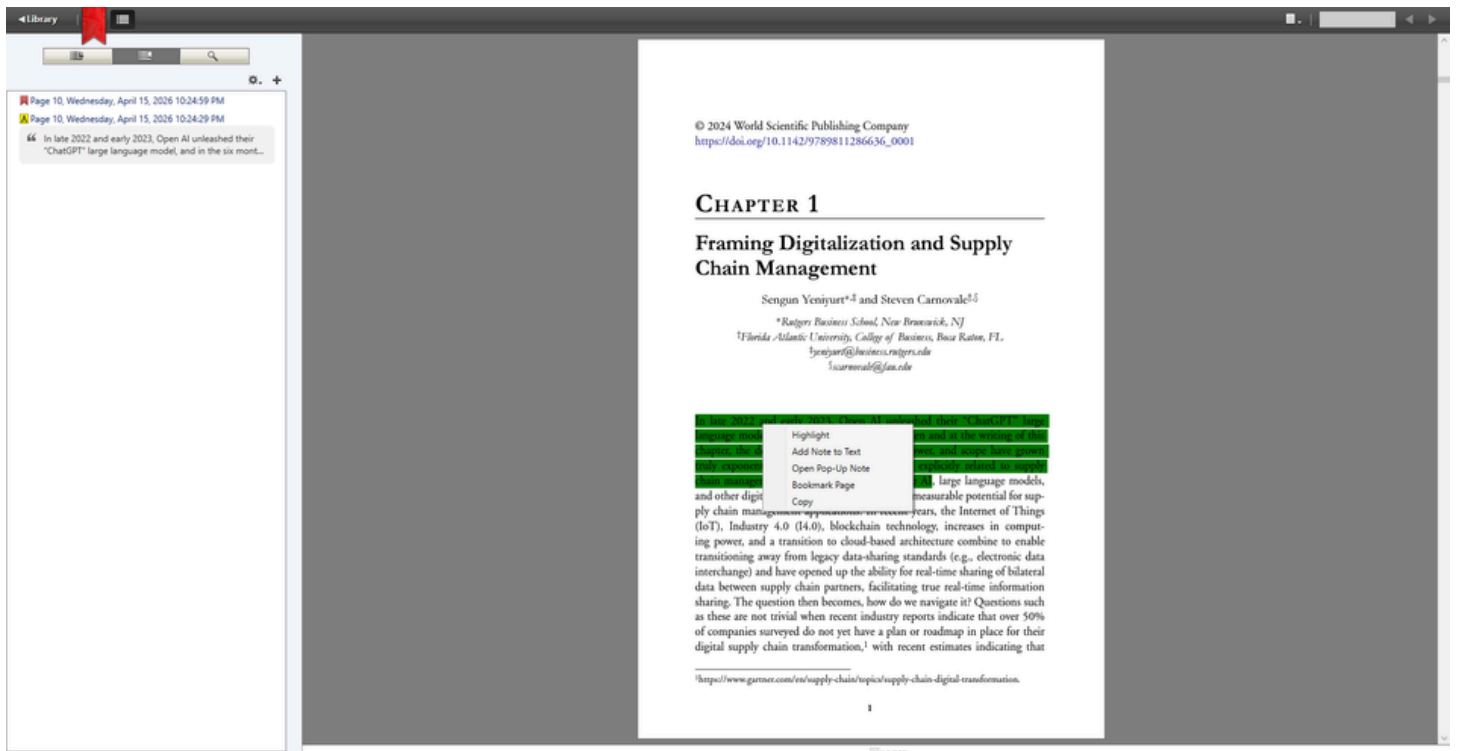
Sách điện tử sẽ sẵn sàng để đọc ngay sau khi quá trình tải xuống hoàn tất. Ứng dụng đọc to tương thích (Đã thử nghiệm trên Adobe Digital Editions).



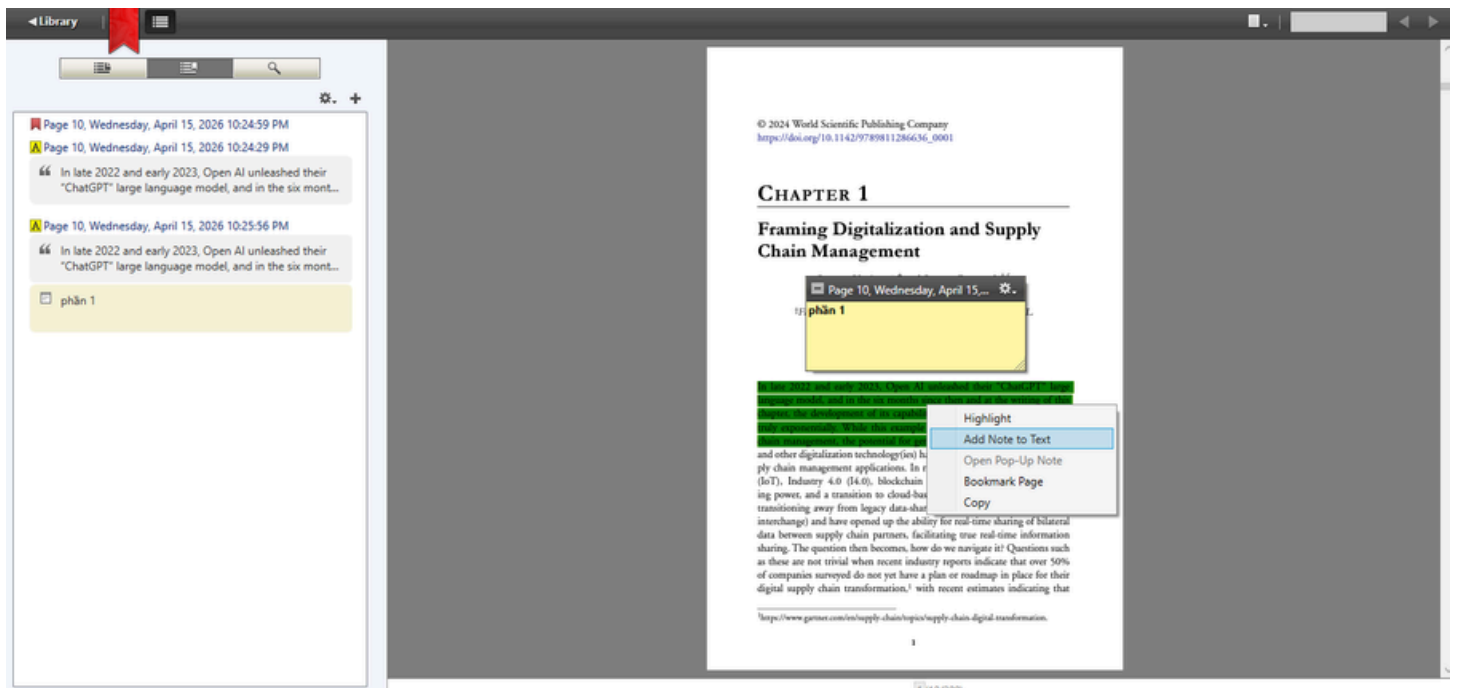
Nhấp vào nút “Dấu trang” trên thanh điều hướng để xem các trang đã đánh dấu và chuyển đổi giữa các dấu trang.



Nhấp vào “Mục lục” để xem mục lục và chuyển đổi giữa các trang.

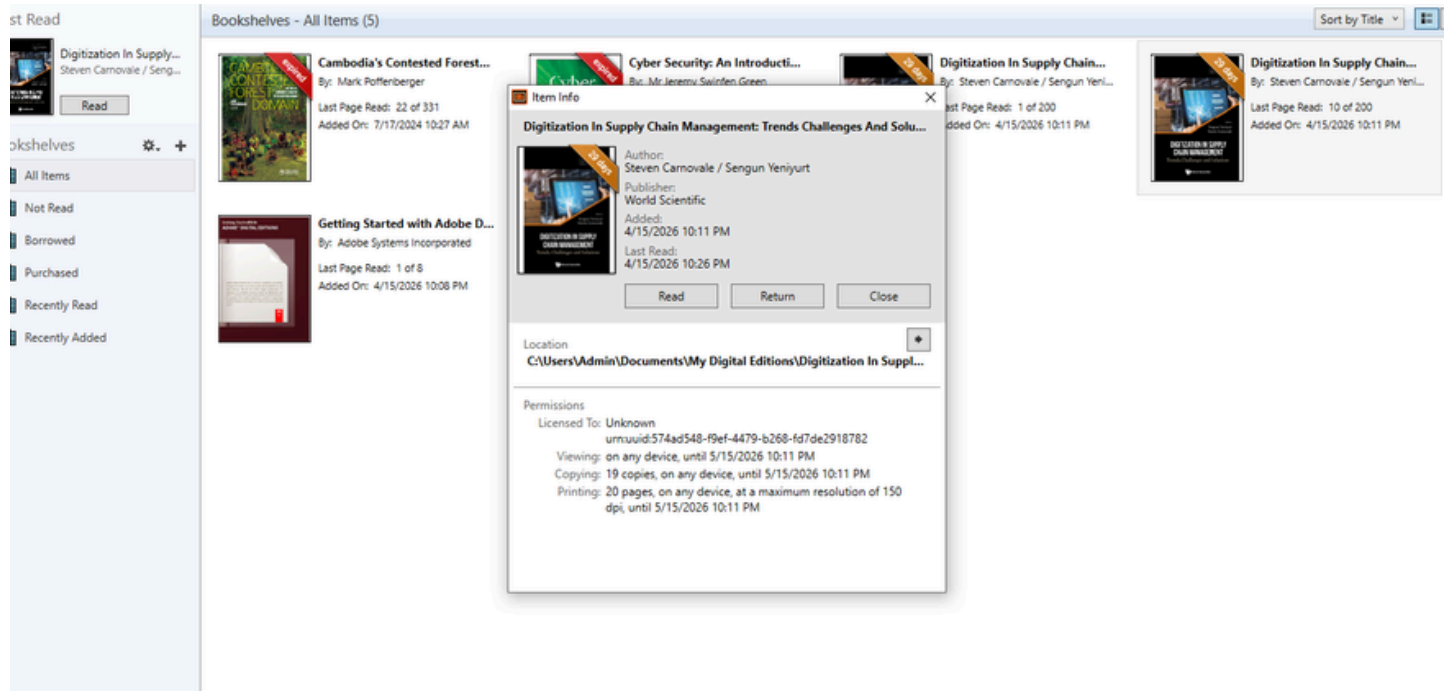


Để làm đánh dấu nội dung, hãy chọn nội dung, nhấp chuột phải và chọn “Highlight”.

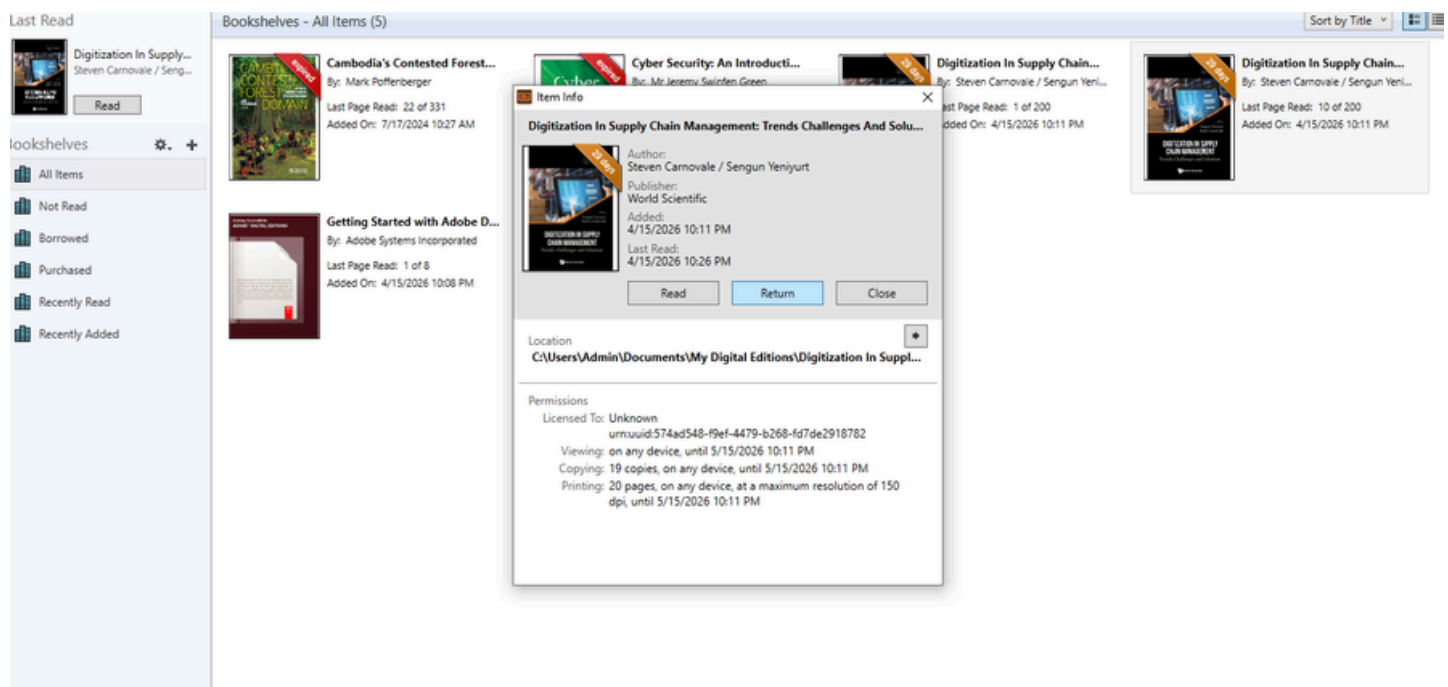


Để thêm ghi chú, chọn nội dung, nhấp chuột phải và chọn “Thêm ghi chú vào văn bản”, sau đó nhập ghi chú vào ô.

Bạn đọc có thể tìm thấy dấu trang, phần đánh dấu nổi bật và ghi chú ở bảng điều khiển bên trái.



Nhấp chuột phải vào ảnh bìa sách điện tử trên kệ sách, chọn “Thông tin sản phẩm” để xem thông tin sách điện tử.



Nhấp vào nút “Return” để trả lại sách điện tử đã tải xuống về Alkem Digital Library - ADL

Thank
You!

CÔNG TY CỔ PHẦN CÔNG NGHỆ & THÔNG TIN TƯ LIỆU VIỆT