

Lecture Notes in Networks and Systems 923


Bahaaeddin Alareeni
Allam Hamdan *Editors*

Technology and Business Model Innovation: Challenges and Opportunities

Proceedings of the International
Conference on Business and Technology
(ICBT2023), Volume 1

 Springer

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Editors

Technology and Business Model Innovation: Challenges and Opportunities

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ISSN 2367-3370

ISSN 2367-3389 (electronic)

Lecture Notes in Networks and Systems

ISBN 978-3-031-55910-5

ISBN 978-3-031-55911-2 (eBook)

<https://doi.org/10.1007/978-3-031-55911-2>

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This Springer imprint is published by the registered company Springer Nature Switzerland AG
The registered company address is: Gewerbestrasse 11, 6330 Cham, Switzerland

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Preface

In an age defined by rapid technological advancements and a growing awareness of environmental and societal challenges, the convergence of technology and business sustainability emerges as a pivotal theme. This book, aptly titled “Technology: Toward Business Sustainability,” endeavors to unravel the intricate relationship between technology and the pursuit of sustainable business practices.

The genesis of this book lies in the recognition that technology, when harnessed judiciously, has the potential to act as a catalyst for fostering sustainability across diverse industries. From renewable energy solutions and eco-friendly manufacturing processes to the integration of artificial intelligence for more efficient resource management, the possibilities are vast and transformative.

As we embark on this exploration, the contributors to this volume, a diverse assembly of thought leaders and experts, present a collection of insights, analyses, and case studies that illuminate the intersection of technology and business sustainability. The goal is not only to comprehend the current landscape but also to envision the future trajectory of businesses operating in harmony with the principles of environmental and social responsibility.

The book welcomes a range of perspectives, from theoretical frameworks that underpin the conceptual foundations to practical applications that demonstrate the tangible impact of technology on sustainable business practices. Whether you are an academic seeking a deeper understanding, a business professional navigating the complexities of sustainability, or a policymaker shaping the agenda for responsible business practices, the content within these pages aims to provide valuable insights and provoke thoughtful consideration.

The chapters within this book traverse a broad spectrum of industries and technologies, reflecting the diverse ways in which innovation can contribute to a more sustainable future. By delving into topics such as circular economy models, green technology adoption, and the role of big data in sustainability initiatives, the contributors contribute to a holistic understanding of the multifaceted challenges and opportunities at the intersection of technology and business sustainability.

May this book serve as a source of inspiration for those seeking to integrate technology seamlessly into their sustainability efforts. It is our hope that the collective wisdom contained herein will not only enhance awareness but also catalyze action, encouraging businesses to embark on a path of sustainable practices driven by the transformative power of technology.

Bahaaeddin Alareeni
Allam Hamdan

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EuroMid Academy of Business & Technology (EMABT)

Vision

There is an ever-increasing need for high-quality research in most if not all aspects of twenty-first-century society. Universities are the primary providers of quality research education. Quality research education requires the participation of both established faculty, newly appointed staff, and research students. There is also the requirement for the academic to reach out to the general society as comprehensively as possible. As the university sector becomes increasingly focused on research excellence, there is a need to provide more fora, primarily in the form of peer-reviewed conferences, for academics to exchange ideas, questions, problems, and achievements concerning their personal research activities. These fora provide opportunities to exchange ideas, experience critiques, and obtain some recognition for individuals' progress toward research excellence. The more international the fora the more effective it is. Although publishing in highly rated indexed academic journals is still the most prized form of academic communication, the conference has become a significant outlet for research findings as well as an important facilitator to achieving this goal.

Mission

To facilitate the creation of global academic research communities by providing all the administrative and management functions required to deliver a comprehensive academic conference experience. This is supported by the provision of seminars, workshops, and the publishing of suitable books, monographs, and proceedings. It is also supported by four academic journals some of which are Scopus and Web of Science indexed (English and Arabic).

EMABT's Conference Activities

EuroMid Academy of Business & Technology (EMABT) aims to support the Academic Community in Europe, the Middle East, and other countries Worldwide. EMABT aims to manage a range of Conferences Worldwide as well as offer an online Academic Bookshop, Publishing, and Dissertation Service.

Our focus is entirely on business, entrepreneurship, and technology but over the next years, we will broaden these areas to others. Global reach is one of the dimensions that differentiates us in the marketplace. At any given conference, there are well-known

speakers/experts from many countries. Some of the conferences will have with them master classes in their associated field which will be run on the day before the conference.

Details of this event are contained on our website at <http://www.embta.com/>.

Conference Title

The International Conference on Business and Technology (ICBT2023)

Overview

The 4th International Conference on Business and Technology (ICBT'2023) is organized by EuroMid Academy of Business and Technology, Istanbul, turkey. It will be held on November 01-02, 2023 at Hilton Istanbul Bomonti Hotel, Turkey.

The main objective of the ICBT'2023 Conference is to gather leading academicians, scholars, and researchers to share their knowledge and new ideas as well as to discuss current development in the fields of business, education, society, and technology.

The ICBT'2023 aims to achieve other objectives as the following:

- Highlighting business and technology problems that are faced by institutions in a scientific way, in addition to finding the possible practical solutions for them.
- Encouraging scientific research in business and technology areas which may contribute to sustainable improvements to it.
- The conference also offers opportunities for academicians and industry experts to meet and interact with local and international participants.
- Enable the researchers to publish their contributions in high-ranked journals and indexed proceedings by Scopus.

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