Advances in Business ICT: New Ideas from Ongoing Research [

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Monografía

This book discusses the effective use of modern ICT solutions for business needs, including the efficient use of IT resources, decision support systems, business intelligence, data mining and advanced data processing algorithms, as well as the processing of large datasets (inter alia social networking such as Twitter and Facebook, etc.). The ability to generate, record and process qualitative and quantitative data, including in the area of big data, the Internet of Things (IoT) and cloud computing offers a real prospect of significant improvements for business, as well as the operation of a company within Industry 4.0. The book presents new ideas, approaches, solutions and algorithms in the area of knowledge representation, management and processing, quantitative and qualitative data processing (including sentiment analysis), problems of simulation performance, and the use of advanced signal processing to increase the speed of computation. The solutions presented are also aimed at the effective use of business process modeling and notation (BPMN), business process semantization and investment project portfolio selection. It is a valuable resource for researchers, data analysts, entrepreneurs and IT professionals alike, and the research findings presented make it possible to reduce costs, increase the accuracy of investment, optimize resources and streamline operations and marketing

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