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sadly the same cannot be said about scholarly publishing which to all intents and purposes continues to remain the flotsam and jetsam of the african publishing landscape

in the last decade the use of data sciences in the digital marketing environment has increased digital marketing has transformed how companies communicate with their customers around the world the increase in the use of social networks and how users communicate with companies on the internet has given rise to new business models based on the bidirectionality of communication between companies and internet users digital marketing new business models data driven approaches online advertising campaigns and other digital strategies have gathered user opinions and comments through this new online channel in this way companies are beginning to see the digital ecosystem as not only the present but also the future however despite these advances relevant evidence on the measures to improve the management of data sciences in digital marketing remains scarce advanced digital marketing strategies in a data driven era contains high quality research that presents a holistic overview of the main applications of data sciences to digital marketing and generates insights related to the creation of innovative data mining and knowledge discovery techniques applied to traditional and digital marketing strategies the book analyzes how companies are adopting these new data driven methods and how these strategies

influence digital marketing discussing topics such as digital strategies social media marketing big data marketing analytics and data sciences this book is essential for marketers digital marketers advertisers brand managers managers executives social media analysts it specialists data scientists students researchers and academicians in the field

artificial intelligence ai analytics and assessment transform higher education offering new opportunities to enhance learning outcomes streamline administrative processes and personalize student experiences as institutions face pressure to demonstrate effectiveness improve retention and support diverse learner needs the integration of advanced data driven tools becomes essential ai and analytics provide insight into student performance and behavior while assessment methods provide continuous measures of learning together these technologies may reshape how educators design curriculum evaluate progress and support student success in digital academic environments ai analytics and assessment in higher education explores how ai and data analytics are leveraged to enhance assessment practices and decision making in higher education it examines their impact on teaching learning and institutional effectiveness while addressing challenges like data privacy bias and ethics this book covers topics such as educational technology instructional design and sustainable development and is a useful resource for educators engineers academicians researchers and data scientists

la educaci n superior no es un arquetipo que se define de una vez y para siempre como espacio de intervenci n profesional com n a miles de profesores repartidos por el mundo en m ltiples titulaciones y especialidades se reclama tambi n como un campo de estudio y de investigaci n permanente que exige repensarla en gerundio porque la educaci n superior es obra humana felizmente inacabada que no se agota en las disposiciones normativas ni se erige en doctrina de manual la educaci n superior si quiere serlo se acompasa a los tiempos lo suyo es servir como motivador contrapunto a rutinas e inercias y como incisivo contraste a intereses espurios repensar la educaci n superior es lo que ha hecho siempre el profesor miguel zabalza a quien se homenajea con este libro y en eso est n tambi n todos los autores que participan en el de ah se explica el subt tulo miradas expertas para promover el debate pues todo cuanto se presenta en este libro sobre la innovaci n educativa el dise o curricular la calidad social la ense anza universitaria la pedagog a inclusiva la digitalizaci n

la formaci n del profesorado el liderazgo la investigaci n acci n los estudiantes y la evaluaci n aspira a suscitar un debate con los lectores ya sean profesores investigadores o estudiantes en el libro en términos de competencias son muchos los conocimientos que se aportan interesantes las habilidades de pensamiento que se ejemplifican emocionantes las actitudes que se contagian y muchas las preguntas que animan a una reconstrucci n cr tica de las teor as y pr cticas m s al uso en la actualidad en definitiva hip tesis para la investigaci n y la acci n

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