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REVIEW OF MANAGEMENT LITERATURE VOLUME 3

**REVIEW OF
TECHNOLOGIES AND
DISRUPTIVE BUSINESS
STRATEGIES**

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PREFACE

In this era of rapid technological advancement and digital transformation, understanding the multifaceted impact of disruptive innovations becomes crucial for both academics and practitioners alike. This edited volume, comprising 13 chapters, offers a comprehensive exploration of the intersection between disruptive technologies, market transformation, and strategic business practices. Each chapter contributes a unique perspective, meticulously researched, and presented by leading academics and researchers from diverse backgrounds.

The book is structured into five sections, each focusing on a different aspect of technological disruptions and innovations. The first section lays the groundwork by examining the effects of disruptive innovations on market transformation, while the second section delves into the evolving landscape of digital and artificial intelligence in services and marketing. The third section offers insights into sector-specific technological disruptions, highlighting case studies and practical applications. The fourth section shifts the focus to strategic perspectives in business and technology, exploring the dynamics of leadership and collaboration in the face of technological change. Finally, the fifth section provides an overview of smart technologies and services, suggesting directions for future research and implementation.

TABLE OF CONTRIBUTIONS

Chapter	Title	Key Contribution
1	Change Management in the Adoption of Disruptive Innovation: A Critical Review	Explores the critical role of change management in the successful adoption of disruptive innovations.
2	A Systematic Review of the Hospitality and Tourism Industry through the Lens of Disruptive Innovations	Analyzes the impact of disruptive technologies on the hospitality and tourism industry.
3	Digital Enigma: Understanding Ethical Dilemmas in Design and Marketing	Investigates the ethical challenges in digital design and marketing strategies.

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Chapter	Title	Key Contribution
4	A Bibliometric Analysis and Visualization of Medical Artificial Intelligence Research	Presents an analysis of trends and developments in medical AI research.
5	Metaverse Marketing: A Guide to Reaching the Next Generation of Consumers	Discusses strategies for engaging consumers in the emerging digital landscape of the metaverse.
6	A Review of Self-Service Technology Adoption in the Tourism and Hospitality Industry	Examines the adoption and implications of self-service technologies in tourism and hospitality.
7	Sustainable Competitive Advantage in Heritage Tourism: Leveraging Cultural Legacy in a Data-Driven World	Explores strategies for leveraging cultural heritage for competitive advantage in tourism.
8	Transformative Influence of Disruptive Innovations on Markets and Business Performance	Analyzes the transformative impact of disruptive innovations on business strategies and market performance.
9	A Literature Survey of Technological Disruptions in the Service Sector	Provides a comprehensive survey of technological disruptions in the service sector.
10	Navigating Strategic Leadership: Unraveling the Dynamics of Technological Innovation in Organizations	Explores the role of strategic leadership in navigating technological innovation.
11	Collaborative Arrangements in Developing Successful Business Strategies: Literature Review	Investigates the importance of collaborative strategies in business success.
12	A Literature Review on Smart Technologies in Service Systems: How Should We Work on in the Future?	Offers insights into the role of smart technologies in service systems and future directions.
13	Exploring the Internet of Things-Marketing Connection: A Bibliometric Review and Directions for Future Research	Analyzes the connection between IoT and marketing, suggesting areas for future research.

This volume aims to equip readers with a nuanced understanding of how disruptive technologies are reshaping industries, challenging existing business models, and creating new opportunities for innovation and growth. It encourages a multidisciplinary approach to studying and leveraging technological disruptions,

emphasizing the importance of adaptability, strategic foresight, and collaboration in the digital age.

This book, *Review of Technologies and Disruptive Business Strategies*, encapsulates a vast array of perspectives on the intersection of technology and business, making it an indispensable resource for scholars, academicians, and practitioners alike. Its comprehensive exploration of the literature offers a deep dive into the transformative effects of technological innovations on business practices, providing readers with the insights needed to navigate the complexities of the modern business landscape. This collection is poised to serve as a foundational text for anyone seeking to understand or contribute to the evolving discourse on technological disruption and business strategy.
