User Innovation and the Entrepreneurship Phenomenon in the Digital Economy

Pedro Isaias
*The University of Queensland, Australia*

Luísa Cagica Carvalho
*Universidade Aberta, Portugal & Universidade de Evora, Portugal*
Table of Contents

Preface ........................................................................................................................................... xvi

Section 1
E-Business, E-Commerce as the Key Aspects

Chapter 1
Next Step for Prosumerism Within the Rapidly Changing Agile IT Market.............................. 1
Robert Costello, Newcastle College, UK

Chapter 2
Digital Marketing: Relationship Between Real Madrid's Actions and Brand Promotion and
Customer Loyalty.......................................................................................................................... 28
Cesar Pereira da Mota, Universidade Aberta, Portugal
Pedro Isaías, The University of Queensland, Australia

Chapter 3
Digitalisation as a Strategic Opportunity and Co-Creation Value With Users: Evidence From
Italian Grocery Smaller Retailing Firms....................................................................................... 50
Maria Giovanna Tongiani, University of Pisa, Italy
Fontana Luca, University of Pisa, Italy

Chapter 4
Electronic Commerce and Actual Problems of Taxation: The Key Underlying Issues ............... 72
Isabel Lopes Teixeira, Lusófona University of Humanities and Technology, Portugal
Inna Sousa Paiva, Lisbon University Institute (ISCTE-IUL), Portugal

Section 2
E-Government, E-Learning, E-Health

Chapter 5
Challenges for Using Massive Open Online Courses (MOOCS) in Latin America.................... 92
Valéria Feitosa de Moura, University of São Paulo, Brazil
Juliana Nélia Nascimento Correa, University of São Paulo, Brazil
José Dutra de Oliveira Neto, University of São Paulo, Brazil
Cesar Alexandre Souza, University of São Paulo, Brazil
Adriana Backx Noronha Viana, University of São Paulo, Brazil
Chapter 6
The Educational Use of Digital Storytelling in Virtual Classes of Entrepreneurship: A Comprehensive Study of Students’ Perceptions .......................................................... 110
Luisa Cagica Carvalho, Universidade Aberta, Portugal & Universidade de Évora, Portugal
Bruno Cibrão, Universidade Aberta, Portugal

Chapter 7
Cristiano Dias Cechella, Universidade de Brasília, Brazil
Silvia Generali da Costa, Universidade Federal do Rio Grande do Sul, Brazil
Renato Koch Colomby, Universidade Federal do Rio Grande do Sul, Brazil

Chapter 8
The Control of Continuing Education Based on the Digital Economy .................................................. 153
Tatyana Olegovna Tolstykh, Voronezh State Technical University, Russia
Sergey Mikhailovich Vasin, Penza State University, Russia
Leyla Ayvarovna Gamidullaeva, Penza State University, Russia
Sergey Nedelko, Penza State University, Russia
Ekaterina Eremina, Penza State University, Russia
Oleg Koshevoj, Penza State University, Russia
Vardan Mkrtchian, HHH University, Armenia

Section 3
Smart Cities, Digital Economy, and E-Society Developments

Chapter 9
The Entrepreneurial Spirit Based on Social Values: The Digital Generation........................................ 173
Maria Dolores Sánchez-Fernández, University of A Coruña, Spain
Martha Ríos Manriquez, University of Guanajuato, Mexico

Chapter 10
Toward a B-Society Model: The Digital Media Art Experience ......................................................... 194
Pedro Alves da Veiga, Universidade Aberta, Portugal & University of Algarve, Portugal
Mirian Tavares, University of Algarve, Portugal
Heitor Alvelos, University of Porto, Portugal

Chapter 11
Smart City, IT Systems, and Sustainability: Some Insights From the Italian Context .......................... 217
Elisa Truant, University of Turin, Italy
Section 4
Innovative Implementations

Chapter 12
TEAMNET: New Dimension of Team Building and Management .......................................................... 241

Martin Malčík, Technical University of Ostrava, Czech Republic
Josef Malach, University of Ostrava, Czech Republic
Cestmir Kantor, Slamka Consulting Ltd., Czech Republic

Chapter 13
Cost Control Strategy for the Implementation of the User Innovation Potential in the Digital Economy .......................................................... 267

Valentina Andreevna Khvostikova, Vilnius Gediminas Technical University, Lithuania
Elena M. Semionova, Russian State Social University – Minsk, Russia
Michael Vladimirovich Chernetsov, K. G. Razumovsky Moscow State University of Technologies and Management, Russia
Vardan Mkrtitchian, HHH University, Armenia
Irina Potapova, Astrakhan State Architecture and Construction University, Russia

Chapter 14
Digital Model of Bench-Marking for Development of Competitive Advantage ........................................ 288

Vardan Mkrtitchian, HHH University, Armenia
Alexander Bershadsky, Penza State University, Russia
Alexey Finogeev, Penza State University, Russia
Artiom Berezin, Penza State University, Russia
Irina Potapova, Astrakhan State Architecture and Construction University, Russia

Chapter 15
About Russian Regional Users’ Innovation Based on Digital Information .................................................. 304

Sergey Mikhailovich Vasin, Penza State University, Russia
Leyla Ayvarovna Gamidullaeva, Penza State University, Russia

Compilation of References .................................................................................................................. 320

About the Contributors .......................................................................................................................... 349

Index .................................................................................................................................................. 355