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The era of web technology has enabled information and application sharing through the Internet. The large amount of information on the Internet, the large number of users, and the complexity of the application and information types have introduced new areas whereby these issues are explored and addressed.

This book gathers selected research papers presented at the First International Conference on Digital Technologies and Applications (ICDTA 21), held at Sidi Mohamed Ben Abdellah University, Fez, Morocco, on 29-30 January 2021. highlighting the latest innovations in digital technologies as: artificial intelligence, Internet of things, embedded systems, network technology, information processing, and their applications in several areas such as hybrid vehicles, renewable energy, robotic, and COVID-19. The respective papers encourage and inspire researchers, industry professionals, and policymakers to put these methods into practice.

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This book examines issues and implications of digital and social media marketing for emerging markets. These markets necessitate substantial adaptations of developed theories and approaches employed in the Western world. The book investigates problems specific to emerging markets, while identifying new theoretical constructs and practical applications of digital marketing. It addresses topics such as electronic word of mouth (eWOM), demographic differences in digital marketing, mobile marketing, search engine advertising, among others. A radical increase in both temporal and geographical reach is empowering consumers to exert influence on brands, products, and services. Information and Communication Technologies (ICTs) and digital media are having a significant impact on the way people communicate and fulfil their socio-economic, emotional and material needs. These technologies are also being harnessed by businesses for various purposes including distribution and selling of goods, retailing of consumer services, customer relationship management, and influencing consumer behaviour by employing digital marketing practices. This book considers this, as it examines the practice and research related to digital and social media marketing.

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technological developments have automated work processes that were previously done by manual labour whilst new professions and work tasks have emerged in response to new methods of creating, sharing and using information. *Information at Work: Information management in the workplace* provides a comprehensive account of information in the modern workplace. It includes a set of chapters examining and reviewing the major concepts within workplace information, from over-arching themes of information cultures and ecologies, to strategic concerns of information management and governance, and to detailed accounts of questions and current debates. This book will be useful reading for researchers in Information Science and Information Management and students on related courses. It is also suitable to be used as an introductory text for those working in allied fields such as Management and Business Studies.

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