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Proceedings of IAC-TLEI 2016 in Budapest"Code of Massachusetts regulations, 2016"FDA Warning Letters About Food Products Targeting ZeroFCC RecordAPA Basic Guide to Payroll, 2017 EditionECRM 2017 16th European Conference on Research Methods in Business and ManagementExpressive Morphology in the Languages of South AsiaStorytelling as a critical success factor in video advertisementsTrends and Developments in Entrepreneurial Finance. Implications for a Startup's Signaling StrategyDigital Transformation in the Sports Apparel Industry. The Case of Nike, Inc.Trade Policy ReviewA Plug-loads Game ChangerInvestigations of Improper Activities by State EmployeesGreen ConcreteThe problem of "Fake News". What are the challenges to Internet regulation?Does the Development of Cognitive Dissonance Inhibit the Success of Influencer Marketing?Foreign Direct Investment in Latin America and the Caribbean 2017Application Videos in the Recruiting ProcessCalifornia Agriculture group of authors Joy Frestedt Simon Sturgis United States. Federal Communications Commission Mitchell-George Dr Anthony Buckley Jeffrey P. Williams Michael Wuta Alexander Kolloger Lukas Johannes Markus Stangl Evan Mills Pavlo V. Kryvenko Angela Gubser United Nations. Economic Commission for Latin America and the Caribbean Julia Wilnhammer

Proceedings of IAC-TLEI 2016 in Budapest "Code of Massachusetts regulations, 2016" FDA Warning Letters About Food Products Targeting Zero FCC Record APA Basic Guide to Payroll, 2017 Edition ECRM 2017 16th European Conference on Research Methods in Business and Management Expressive Morphology in the Languages of South Asia Storytelling as a critical success factor in video advertisements Trends and Developments in Entrepreneurial Finance. Implications for a Startup's Signaling Strategy Digital Transformation in the Sports Apparel Industry. The Case of Nike, Inc. Trade Policy Review A Plug-loads Game Changer Investigations of Improper Activities by State Employees Green Concrete The problem of "Fake News". What are the challenges to Internet regulation? Does the Development of Cognitive Dissonance Inhibit the Success of Influencer Marketing? Foreign Direct Investment in Latin America and the Caribbean 2017 Application Videos in the Recruiting Process California Agriculture *group of authors*

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archival snapshot of entire looseleaf code of massachusetts regulations held by the social law library of massachusetts as of january 2020

fda warning letters about food products how to avoid or respond to citations uses examples of fda warning letters about food products as training tools to discuss important quality and manufacturing issues encountered by food companies around the world as they bring food products into the us market focused specifically on fda warning letters surrounding new dietary ingredients and dietary supplements the book first introduces fda warning letters in general each chapter then focuses on specific issues identified including haacp quality systems imports exports food contact issues etc this book helps the food industry train professional team members across the spectrum of experience levels to avoid common issues often cited in warning letters it serves both as an authoritative reference on the common types of warning letters issued to food companies today and as a guide to best practices for food manufacturers includes a range of specific warning letters as case studies and examples of method application synthesizes often complex information into a clear presentation of fda warning letters and how to deal with them describes techniques and methodologies to guide readers to the solution most appropriate for their scenario

embodied and whole life carbon will change the way buildings are designed yet carbon emissions associated with the construction and life of buildings are not yet wholly understood by the profession energy is assumed to be the province of services engineers yet energy from materials is as big an issue architects have the opportunity to take the lead in redefining how buildings are designed to achieve a low carbon future

the 2017 revised edition of american payroll association apa basic guide to payroll is an invaluable resource that helps

you stay up to date answer employees questions and train your staff payroll professionals need to be 100 percent compliant with a host of legislative and regulatory requirements the 2017 american payroll association basic guide to payroll delivers plain english explanations of payroll laws and regulations you need to deal with these uncertainties as well as what we know payroll will face in 2017 accelerated due date to submit forms w 2 to ssa higher salary requirements for employees to be exempt from overtime increased penalties for flsa violations 2017 indexed amounts for benefits and pensions new regulations eliminating automatic extension to file form w 2 update on certified professional employee organizations a new de minimis safe harbor for forms w 2 new per diem rates for 2017 here are just some of the challenges payroll professionals face in 2017 increased concern by the irs about tax related identity theft and refund fraud is affecting employers new regulations for white collar employees may affect how and what you pay employees the department of labor dol has concluded that most workers are employees impacting how you may have classified independent contractors in the past plus you never know what else the irs congress and the courts have in store for payroll

expressive morphology in the languages of south asia explores the intricacies of the grammars of several of the languages of the south asian subcontinent specifically the contributors to this volume examine grammatical resources for shaping elaborative rhyming and alliterative expressions conveying the emotions states conditions and perceptions of speakers these forms often referred to as expressives remain relatively undocumented until now it is clear from the evidence on contextualized language use that the grammatically artistic usage of these forms enriches and enlivens both every day and ritualized genres of discourse the contributors to this volume provide grammatical and sociolinguistic documentation through a typological introduction to the diversity of expressive forms in the languages of south asia this book is suitable for students and researchers in south asian languages and language families of the following dravidian indo aryan iranian sino tibetan and austro asiatic

master s thesis from the year 2018 in the subject business economics offline marketing and online marketing grade 10 language english abstract in this dissertation it was shown that storytelling is a critical success factor in video advertisements and storytelling elements are a permanent and significant feature of the 30 most viewed video advertisements as determined by the youtube ads leaderboard for the years 2014 2015 and 2016 while the role of

storytelling in advertisements and its persuasive power on the consumer behaviour have been widely researched empirical studies on the presence and significance of storytelling elements deployed in successful video advertisements are missing the research objectives of this study were to identify and analyse the storytelling elements deployed in the 30 most viewed video advertisements and to provide guidance for marketers and advertisers so that they can understand the vital storytelling elements in video advertisements and consequently make the most of this technique this exploratory research is based on an interpretivist research philosophy and qualitative research methodologies for the data collection and analysis were applied using qualitative content analysis this study empirically examined the storytelling elements deployed in the 30 most viewed video advertisements as a result 12 elements are identified as vital elements for video advertisements message conflict characters beginning middle end authenticity reversal connectedness the basic plots archetypes fictional story emotions and music these findings provide insights for marketers and advertisers aiming to convey their messages through storytelling in video advertisements while there is no set formula for a successful video advertisement this study revealed that a few vital storytelling elements appeal to a global audience and some of the most viewed video advertisements have these elements in common

bachelor thesis from the year 2018 in the subject business economics investment and finance grade 1 0 university of mannheim chair of strategic and international management prof dr matthias brauer language english abstract the landscape of entrepreneurial finance is currently subject to a process of transformation driven by globalization technological advancements regulatory adjustments and the emergence of winner take all markets these factors jointly pave the way for new forms of financing which differ significantly from traditional forms in terms of investor structure experience and behavior to analyze how startups can ensure financial coverage in the light of these changing conditions this review compares strategies of attracting traditional and new types of investors from a signaling perspective in business practice this topic is highly relevant as many young startups require substantial amounts of external capital to grow but often have no objective firm data to provide to investors thus the selection of effective soft signals about startup quality preferably aligned with the preferences of the respective investor group can decide about short term survival and long term performance findings include that the most promising signaling strategies for traditional forms of financing are based on startup characteristics i e what a firm is in contrast the most

effective signals for new forms of financing are based on startup actions i.e. what a firm does moreover while personal networks have been found to be highly relevant for traditional forms online networks increase the funding prospects for new forms of financing through a consolidation and analysis of the current state of research in leading management entrepreneurship and finance journals this review aims at providing a comprehensive overview of the issue and identifying avenues for future research

master's thesis from the year 2020 in the subject business economics business management corporate governance grade 95 language english abstract the global revenue of the sports apparel industry is larger than it has ever been before digital transformation has been a driver for the industry leading to digital innovations within the industry this has led to the fall of market leaders while creating opportunities for new market entrants by capturing market share through leveraging new technologies the company Nike has been the market leader in the sports apparel industry for several decades and is known to be a forerunner in innovation the purpose of this research is to examine how digital transformation has affected Nike Inc and the sports apparel industry and how it will shape the future a secondary aim is to investigate how Nike's customers perceive these changes and to scrutinize their digital needs and expectations this research furthermore aims to conclude about the digital needs and expectations of Nike's customers and if they align with Nike's strategy the research used a triangulation of three methods and provides a holistic analysis to make recommendations to the management of Nike primary research was conducted through a questionnaire based customer survey and expert interviews with the management and specialists at Nike secondary research included reviewing frameworks for strategic analysis the analysis distinguishes digital natives i.e. aged 21 years or younger and digital immigrants i.e. aged above 21 years the results showed that these two groups differ in their sales channel preferences digital needs and expectations the secondary research was confirmed by the findings from the expert interviews and customer survey overall Nike's digital transformation strategy appears to align with the needs and expectations of the company's customers

aggregated book

seminar paper from the year 2016 in the subject communications media and politics politic communications language

english abstract the purpose of this paper is to take a closer look at the problem of fake news and to evaluate if regulations of any kind could have a positive impact the two following questions will be front and center what are the primary challenges to internet regulation in general and fake news in particular what are possible paths to resolutions to those challenges in order to analyze those questions this paper will first address the consumption of news online and the role social media in particular in a second step the subject of fake news will be introduced it will also take a look at the theoretical background and problems when it comes to regulations of online content then those problems and possible solutions will be discussed in connection to the chosen example of fake news lastly the results will be summarized and a conclusion will be drawn overall it should be noted that the challenges described in this paper relate exclusively to political news and cannot be generalized across all subcategories of news the discussion will focus primarily on the united states this can mainly be justified due to their political and economic dominance on the world stage furthermore major internet companies for instance facebook twitter and google are all based in the united states finally the recent presidential election has provoked an international debate and offers a great basis for further analysis events during the past decade have demonstrated that social media such as facebook twitter and youtube are changing the way individuals consume and share news news stories can be distributed across borders and discussed by people around the world within minutes one example includes news of the protests in the middle east that spread through the social media networks twitter and facebook situations like this demonstrated how posted stories photos and videos could immediately attract world wide attention and how social media platforms can support news production and diffusion indeed the spread of news on social media has become a phenomenon of increasing social economic and political magnitude recently though the proliferation of fake news on social media has been subject of an intensive international discussion

master s thesis from the year 2020 in the subject business economics offline marketing and online marketing grade 1 3 language english abstract the present master s thesis addresses the subject of the development of cognitive dissonance and its potential inhibitory effects on the success of influencer marketing the focus lies on the one hand on the investigation of the topic on the foundation of a theoretical literature analysis of meaningful theories as well on the other hand on the execution of an empirical study the theoretical investigation of the topic is carried out in the introductory chapter identification and initial review of key literature on the basis of literature and applied practical

examples the empirical investigation is based on the research question which effect do cognitive dissonances have on the purchase of products advertised by influencers and the hypothesis consumers tend to possess unconscious automated attitudes in the arrangement of bias or stereotypes towards influencer marketing in order to investigate these an implicit association test with pictorial and literal stimuli to the categories influencer and classic advertising figure was created in this study 59 persons participated as valid test participants the central results of the research show that both explicit and implicit attitudes towards influencers and their form of marketing exist cognitive dissonances resulting from this are very likely though an actual slowing down of these attitudes on the purchasing process of products advertised by influencers cannot be confirmed fully since the proven implicit attitudes only show a medium iat effect a retardation of the purchase decision can be assumed however as current figures from influencer marketing indicate a final inhibition cannot be assumed in total

this publication sets out and analyses the main foreign direct investment fdi trends in the countries of latin america and the caribbean the 2017 edition shows that the region is at a difficult juncture fdi inflows declined by 7.9 in 2016 to us 167 043 billion representing a cumulative fall of 17.0 since the peak in 2011 the fall in commodity prices continues to affect investments in natural resources sluggish economic growth in several countries has slowed the flow of market seeking capital and the global backdrop of technological sophistication and expansion of the digital economy has concentrated transnational investments in developed economies

seminar paper from the year 2018 in the subject leadership and human resources recruiting grade 1.0 technical university of munich chair of corporate management language english abstract new forms of applications are emerging with the introduction of image based communication in the application process the trend of application videos has the potential to reduce costs and risks for organizations among other considerable opportunities but this application type has not been popularly implemented by organizations in their recruiting processes yet however there is practically no scientific research on the use of these videos and whether and to what degree applicants accept this application trend for this term paper applicants aversion to application videos and potentially related constructs are empirically examined via an online survey with a sample of students from all over germany results show relatively high aversion to application videos among the participants but there are differences depending on the students fields of

study correlation analysis reveals a weak negative correlation between video technology acceptance and aversion to application videos furthermore aversion to application videos is positively correlated with participants risk aversion whereas no significant correlation with job application experience was found this term paper emphasizes that applicants aversion to application videos is substantial and should therefore be carefully considered in the adoption of this trend it represents continuation of research on e selection solutions and builds a sound starting point for future research on application videos

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