## **Contents**

Alka Maurya and J. Mark Munoz

Chapter 1

Introduction: Disruptive Technologies and their Implications for

International Business ---- 1

Virginia Hernández, Antonio Revilla, and Alicia Rodríguez

Chapter 2

Disruptive Data-Related Technologies and Global Value Chain: Insights from SMEs in Emerging Markets —— 5

Nathalie de Marcellis-Warin, J. Mark Munoz, Hugo Warin, and Thierry Warin

Chapter 3

Digital Democratization: The Case of Environmental Risk Management in

Haiti ---- 17

RJ Podeschi

**Chapter 4** 

IOT in Tourism --- 29

Aldo Alvarez-Risco, Agnieszka Olter, and Shyla Del-Aguila-Arcentales

Chapter 5

Internet of Things and Smart Cities as Accelerators for International

Business --- 37

Letitia Larry

Chapter 6

The Internet of Things (IoT) in Project Management ---- 53

Soma Arora and Chaitanya Kohli

Chapter 7

The Rise of Surface Mobility in India —— 61

Guido Rojer Jr.

**Chapter 8** 

Digital Marketing and Globalization: The Opportunity for Caribbean Small

Island Developing States ---- 75



## VIII — Contents

Aditya Kumar Gupta, Ashutosh Pillai, and Neelash Thallam **Chapter 9** 

Japanese Anime: Redefining Digital Story Telling ---- 85

Ron Sheffield

Chapter 10

Crossing all Borders - The Future of IoT ---- 95

List of Figures --- 101

List of Tables --- 103

List of Contributors ---- 105

About the Editors ---- 107

Index —— 109