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## Proceedings of the 2nd European Conference on Social Media, ECSM 2015: School of Accounting and Administration at the Polytechnic Institute of Porto, Portugal, 9-10 July 2015 (Paperback)

By -

Academic Publishing International Ltd, United Kingdom, 2015. Paperback. Book Condition: New. 297 x 210 mm. Language: English Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. These Proceedings represent the work of contributors to the 2nd European Conference on Social Media, ECSM 2015, hosted this year by the School of Accounting and Administration at the Polytechnic Institute of Porto, Portugal. The Conference Chair is Dr Anabela Mesquita, and the Programme Chair is Dr Paula Peres, both from the Polytechnic Institute of Porto. The conference will be opened with a keynote address by Dr Luis Borges Gouveia from the University Fernando Pessoa, Portugal on the topic of Where is the Wisdom we lost in knowledge: security issues and human relationships in social media Other keynotes include Dr Joao Batista from the Institute of Accounting and Administration, University of Aveiro, Portugal on the topic Social Media in Higher Education: Issues and Challenges, Dr Marco Lamas, Oporto Polytechnic Institute ESEIG, Porto, Portugal on the topic of Social Media: To be or not to be In the entrepreneurial XXI century and Dr Piet Kommers, University of Twente, The Netherlands on the topic of the Vicarious Identity in the Networked Mind. The scope of this second conference...

### Reviews

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