

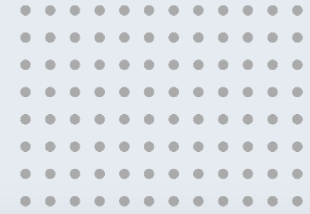


Legfrissebb kutatási trendek vs. gyakorlat

Jámbor Péter

Director of Business Development, NETLOCK

Background and motivation



Roles

- OTP- DC Product manager, Country manager
- Finastra- Lead Innovation Manager
- NETLOCK- Director of Business Development

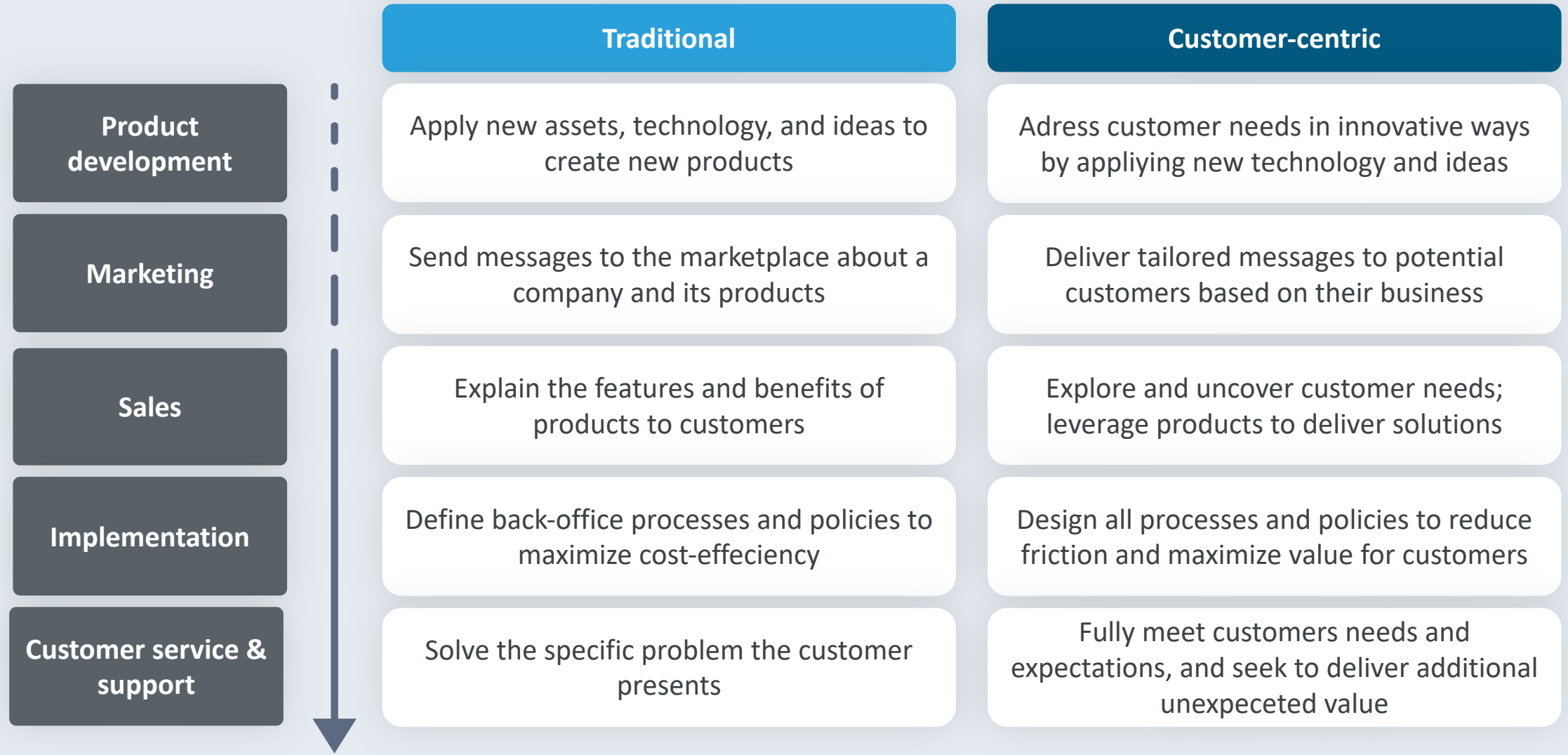


Responsibilities

- Drive changes
- Be ahead of current innovations
- Customer focus
- Business development

I am undertaking an **exploratory** research project for my expert career Ph.D. thesis.

Customer centric approach



Customer centric approach

NETLOCK
Nyitólap

Feltöltés

- Feltöltve
- Aláírandó
- Folyamatban
- Elutasítva
- Aláírva
- Lejárt
- Zárolva

Üzleti Minősített tanúsítvány

Hello Jacob Stevenson!

Dokumentum feltöltése

Húzza ide a feltöltendő PDF dokumentumot, vagy kattintson a menüben a feltöltésre!

Aktuális

- Raiffeisen Bank** Lejárati: 5 nap
5 dokumentum
Új ház vásárlási dokumentumok (összes doksi benne van)
Waiting for 7 signatories
- Raiffeisen Bank** Lejárati: 5 nap
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Új ház vásárlási dokumentumok
- Raiffeisen Bank** Lejárati: 5 nap
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Új ház vásárlási dokumentumok
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Waiting for 7 signatories
- Raiffeisen Bank** Lejárati: 5 nap
Lorem ipsum dolor semper it tut.PDF
Új ház vásárlási dokumentumok

Kérdése van? Itt vagyunk, válaszolunk!
Keresse szakértőinket telefonon vagy e-mailben:
+36 1 437 6655 info@netlock.com

Ügyfélszolgálatunk címe:
H-1143 Budapest, Hungária krt. 17.

Töltse le a Netlock alkalmazást és
Get it on Google Play Download on the App Store

NETLOCK SIGN BUSINESS

UNSIGNED SIGNED

Tallózás... Nincsenek kijelölve

↑

← Select all

SIGN DOWNLOAD

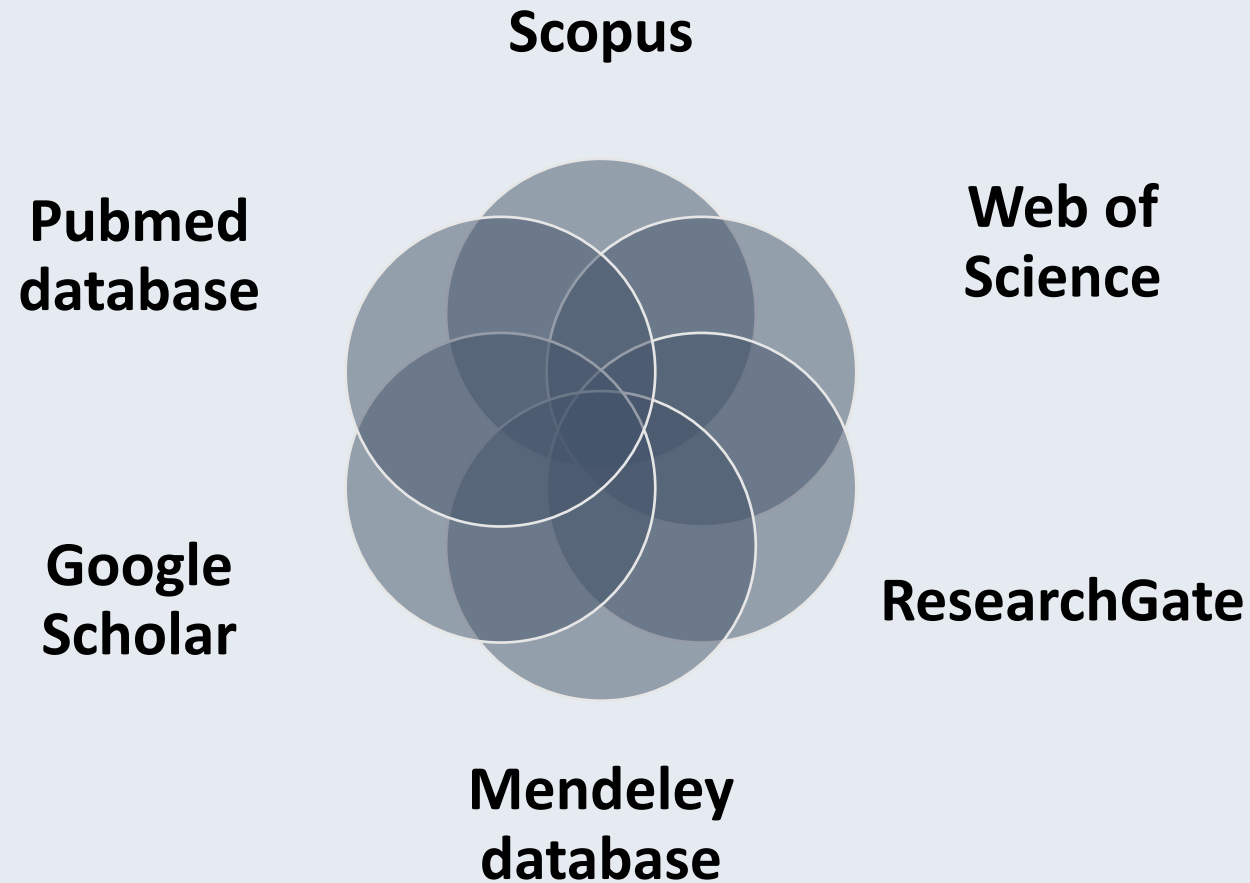
Kilépés Nagy kontraszt

Advanced settings

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<input type="checkbox"/>	Screenshot_2019-03-27-22-25-05-126_com.android.syst...	2019-08-02 16:37



Data sources used for Literature review



I opted for the use of the PubMed database because previous demonstrations of text-mining approaches have highlighted the numerous applications of digital signatures in the medical field.

Anatomy of academic journal article

APA style that is reporting on experimental research will typically contain a

- Title page,
- Abstract,
- Introduction,
- Methods,
- Results,
- Discussion
- References sections.

Many will also contain

- Figures and
- Tables and

some will have an Appendix or Appendices.

Table I Fields of netnographic marketing studies

Field	No. papers (n = 321)			All (%)	Article examples (involving service, services, or none)
	Service (%)	Services (%)	None (%)		
Consumer research	23 (7.2)	21 (6.5)	93 (28.9)	137 (42.6)	Füller <i>et al.</i> (2007), Kozinets (2002), Näränen <i>et al.</i> (2013)
Branding	14 (4.4)	3 (0.9)	50 (15.6)	67 (20.9)	Schau <i>et al.</i> (2009), Oakes <i>et al.</i> (2013), Brown <i>et al.</i> (2003)
Marketing (general)	17 (5.3)	11 (3.4)	32 (10.0)	60 (18.7)	Chandler and Chen (2016), Keeling <i>et al.</i> (2013), Cocker and Cronin (2017)
Tourism	2 (0.6)	51 (15.9)	4 (1.3)	57 (17.8)	Tussyadiah and Fesenmaier (2009), Hamilton and Alexander (2017), Luo <i>et al.</i> (2014)
Total	56 (17.5)	86 (26.7)	179 (55.8)	321 (100.0)	

online shoppers delay their online purchases, indicating that delays result from negative attitudes and experiences of online shopping, perceived risk and price, locus of control and purchase task complexity (Negra *et al.*, 2008).

Branding

In addition to consumer research, netnography is a popular method for studying and understanding brand-related phenomena. Different online platforms have become important for firms' branding activities. For example, much of firms' present brand management is conducted online through social media sites, such as Facebook, Instagram and Twitter (Laroche *et al.*, 2013). The internet, with its ability to connect people around the globe, has also become the main arena for customers' brand-related expressions, discussions, opinions and experiences (Edelman, 2010). Therefore, netnography has been used by marketing researchers to explore firms' online branding strategies (Tynan *et al.*, 2010; Rosenthal and Brito, 2017), as well as customers' involvement and engagement with different brands online (Colliander and Hauge Wien, 2013; Hollebeck and Chen, 2014).

Marketing (general)

Netnography has also been used in several marketing areas outside of consumer research, branding or tourism. For example, several studies in this review focused on the management of companies' marketing resources and activities. Moraes *et al.* (2014), for example, explored how companies use social media to promote their products and services. Netnographic enquiry has also been used to illustrate how social media changes the ways in which salespeople work and interact with their customers and co-workers (Rollins *et al.*, 2014). Moreover, health-care and medical services is a popular context for netnographic marketing studies (Liang and Scammon, 2011; Keeling and Laing, 2015). Netnography offers the option of covertness, which is sometimes necessary for approaching sensitive, health-related topics. Langer and Beckman (2005), for example, used netnography to gain deep insights into customers' opinions, motives and concerns regarding cosmetic surgery.

Tourism

An abundance of online sites and forums devoted to travel have emerged during the past decade. Consequently, netnography has become a popular method among marketing researchers focusing on hospitality and tourism. Björk and Kauppinen-Räsänen (2012), for example, used TripAdvisor's (the world's largest travel site) discussion forum to explore how tourists perceive risks associated with four popular destinations. Such online platforms provide a wealth of information about customers' experiences and opinions about travel and destinations. Netnography has, thus, proven to be a natural

methodological choice for numerous studies on tourism experiences (Hsu *et al.*, 2009; Mkono *et al.*, 2013; Rageh *et al.*, 2013). Blogs have also been used as sources of customers' stories about tourism and travel (Woodside *et al.*, 2007).

Marketing research topics

Netnography has been used to study various marketing research topics that cut across the previously discussed marketing research fields (Table II). Netnographic enquiry is being increasingly used for studying all sorts of marketing topics, not only phenomena that exist exclusively online (e.g. online communities and e-word of mouth [e-WOM]). This review revealed that research on consumption experiences, and particularly destination branding, was often centered around services, while studies on co-creation frequently adopted a service perspective. For example, the topics of consumer identity, brand management and brand communities were rarely explored within a services context or from a service perspective.

Online communities

Online or virtual communities have been at the center of netnographic studies ever since the inception of netnography as a research method. Kozinets' (1997) seminal article about the subculture surrounding the television series *The X-Files* and its related online fan communities introduced the idea of the online community as a valuable source of information about consumers and their cultures. However, not all netnographic studies on online communities are aimed at understanding explicit consumer culture phenomena. Thomas and Peters (2011), for example, explored the role of the popular wedding online community Brides.com in brides' wedding dress purchase decisions. Moreover, Keeling *et al.*'s (2013) study of an online community of breast cancer sufferers illustrated how the community members negotiated their understandings of health-care services and medications. As online communities have become more popular and diverse, the customer information that marketing researchers can elicit from them has increased.

Consumption experiences

As customers share more of their experiences online, marketing researchers have found netnography to be increasingly useful for exploring these consumption-related experiences. Netnographic studies have researched a broad variety of consumption experiences in many different contexts. For example, Hamilton and Hewer (2009) explored the appeal of the experiences provided by salsa dancing through a netnographic analysis of an online salsa forum that attracts people from all over the world. In recent years, social media has grown in importance as a communication platform for

PRISMA of Literature Review

Identification

1496 records indentified through database searching

143 records indentified through database searching

Screening

1503 records after duplicates removed

Eligibility

1503 records screened

1360 records excluded:
Not obtained full text or not in English, or not accessible, or not relevant enough

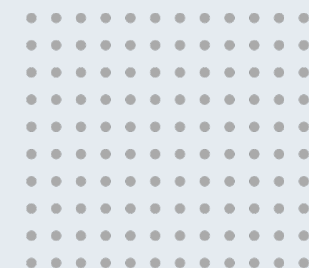
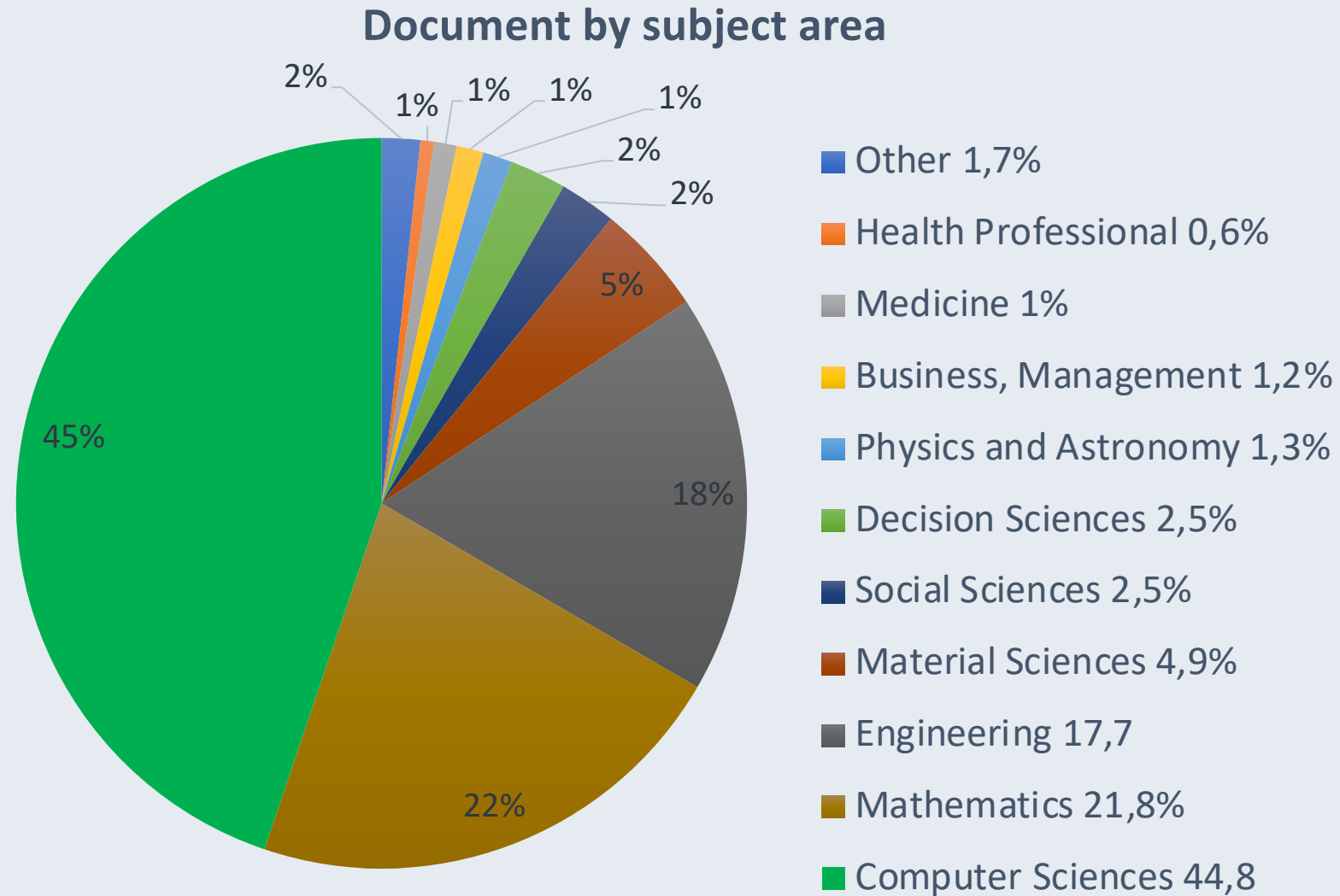
143 full texts assessed for eligibility

55 full texts excluded:
Content not relevant

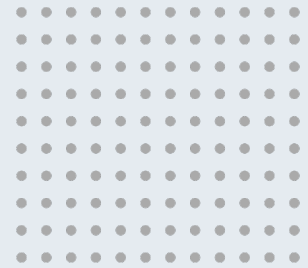
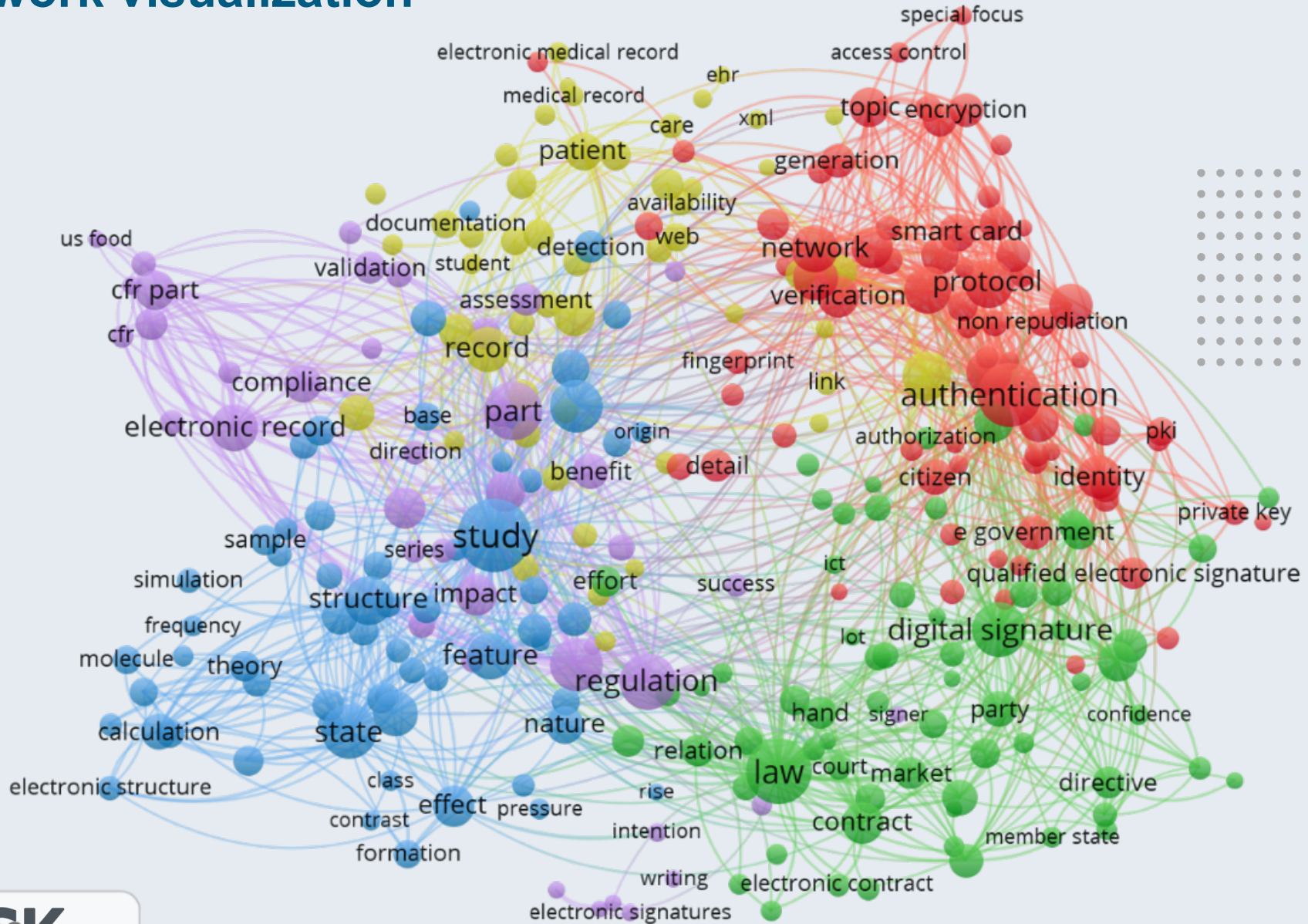
Included

88 studies included:

Documents by subject area



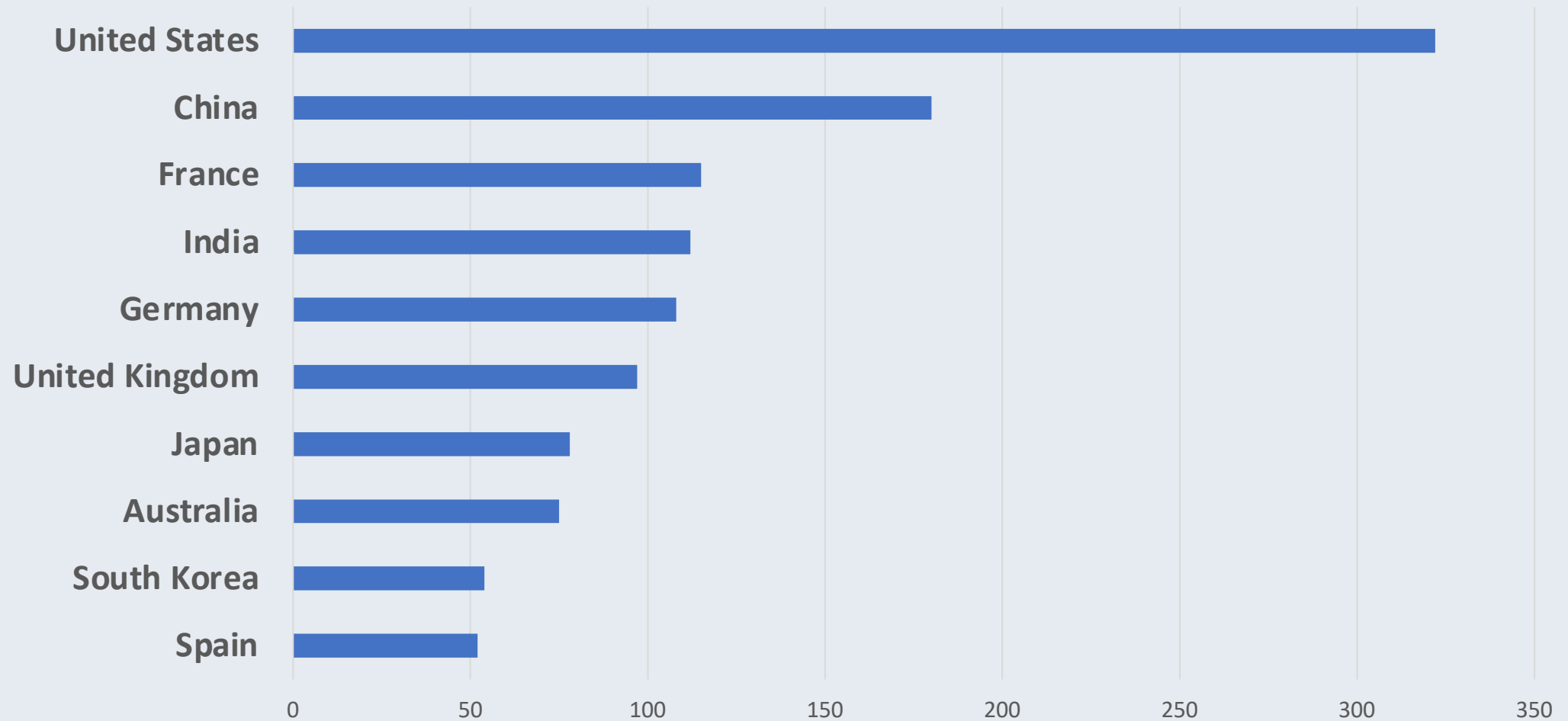
Data network visualization



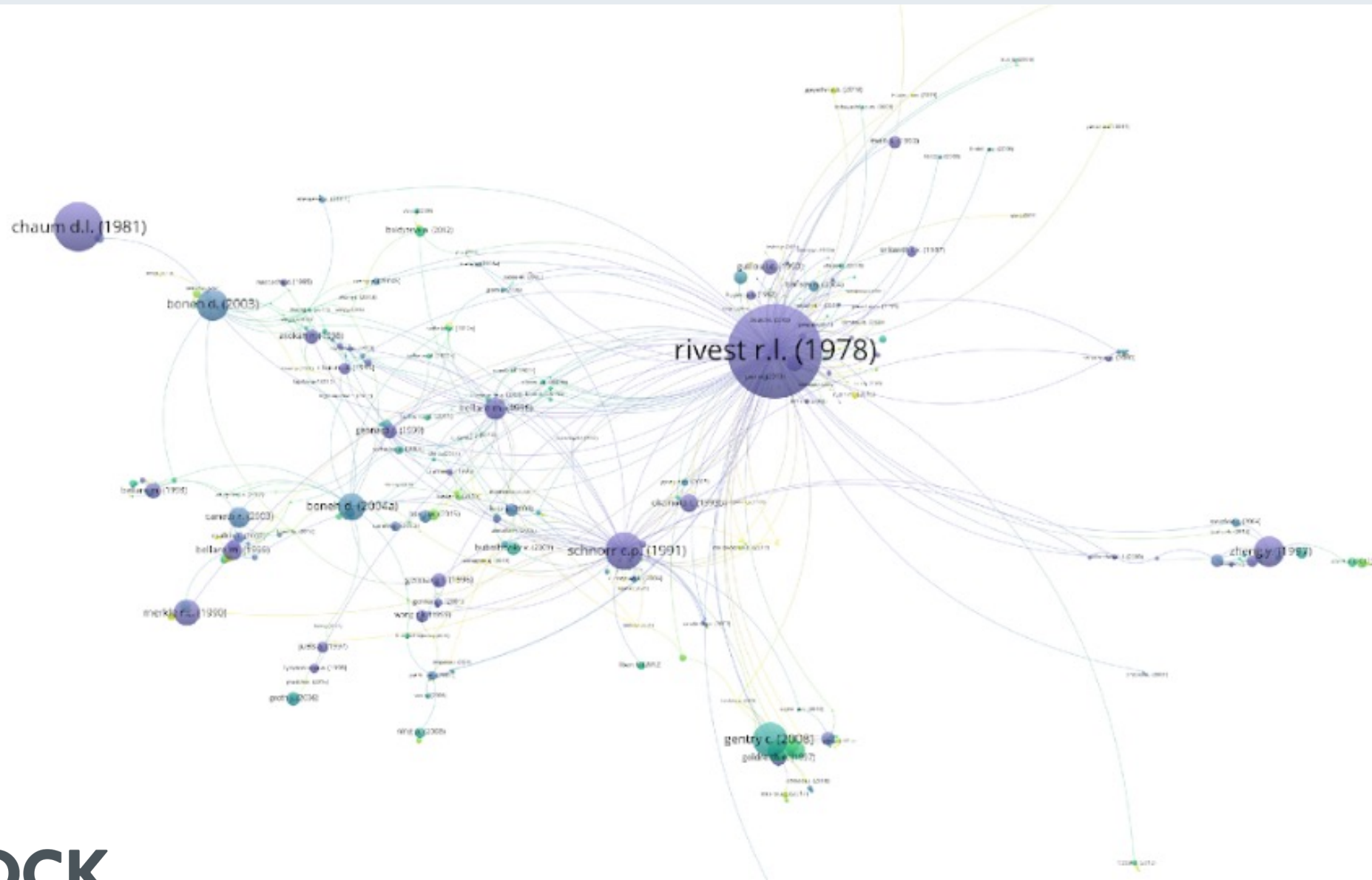
Distribution of produced papers

Documents by country or territory

Compare the document counts for up to 15 countries/territories



Bibliographic data visualization



Prevailing comprehension of digital signature



security

signature

based

- “Security-based signature” or
- “Signature-based security”

PRISMA of Literature Review

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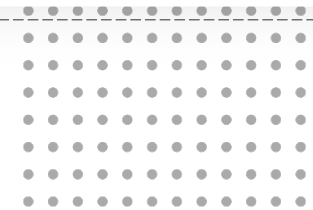
1360 records excluded:
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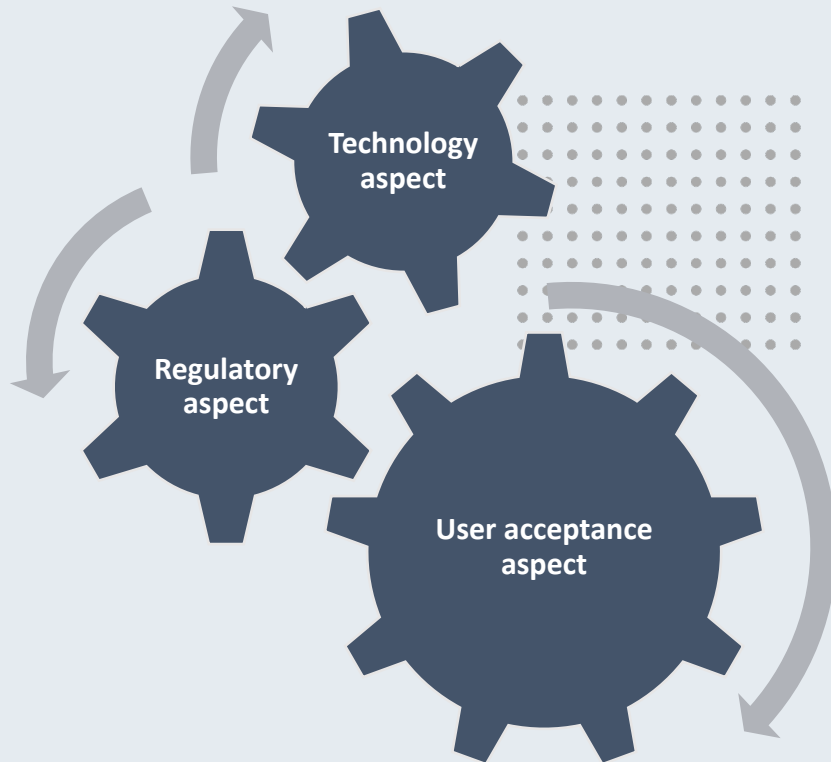
Included

88 studies included:



Webster and Watson SLR

20 Concept codes- manual coding



TA2- Cryptography and digital signatures: key concepts and principles.

TA3- Timestamping: how digital signatures can be timestamped to provide additional security and authenticity.

TA4- Hashing: how digital signatures use hashing to create a unique fingerprint of the document.

TA5- Types of digital signature algorithms and their strengths/weaknesses.

TA6- Digital signature verification and authentication mechanisms.

TA7- Emerging trends and advancements in digital signature technology.

RA1- Electronic signature vs. digital signature: legal distinctions and implications.

RA2- Trust: how trust is established in digital signatures, including trust models and trusted third parties.

RA3- Requirements for legal validity of digital signature (e.g. authentication, integrity, non-repudiation).

RA4- Key legal considerations for implementing digital signature solutions.

UA1- Human factors in digital signature implementation and design.

UA2- User acceptance of digital signature solutions: barriers and facilitators.

UA3- User experience: how users perceive and interact with digital signatures, including ease of use and satisfaction.

UA4- Best practices and guidelines for designing user-friendly digital signature systems

UA5- User training: how training and education can improve usability and user acceptance of digital signatures.

UA6- Case studies on user acceptance and adoption of digital signature in different contexts (e.g. healthcare, finance, government).

UA7- Human factors: how human factors such as age, gender, and education affect the use of digital signatures.

UA8- Adoption: factors that influence the adoption of digital signatures, including perceived usefulness and ease of use.

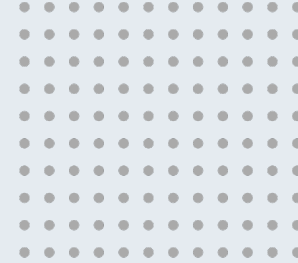
UA9- Trust and confidence: how trust and confidence in digital signatures affect user acceptance.

Considered dimensions among existing maturity models

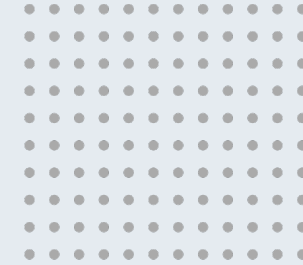
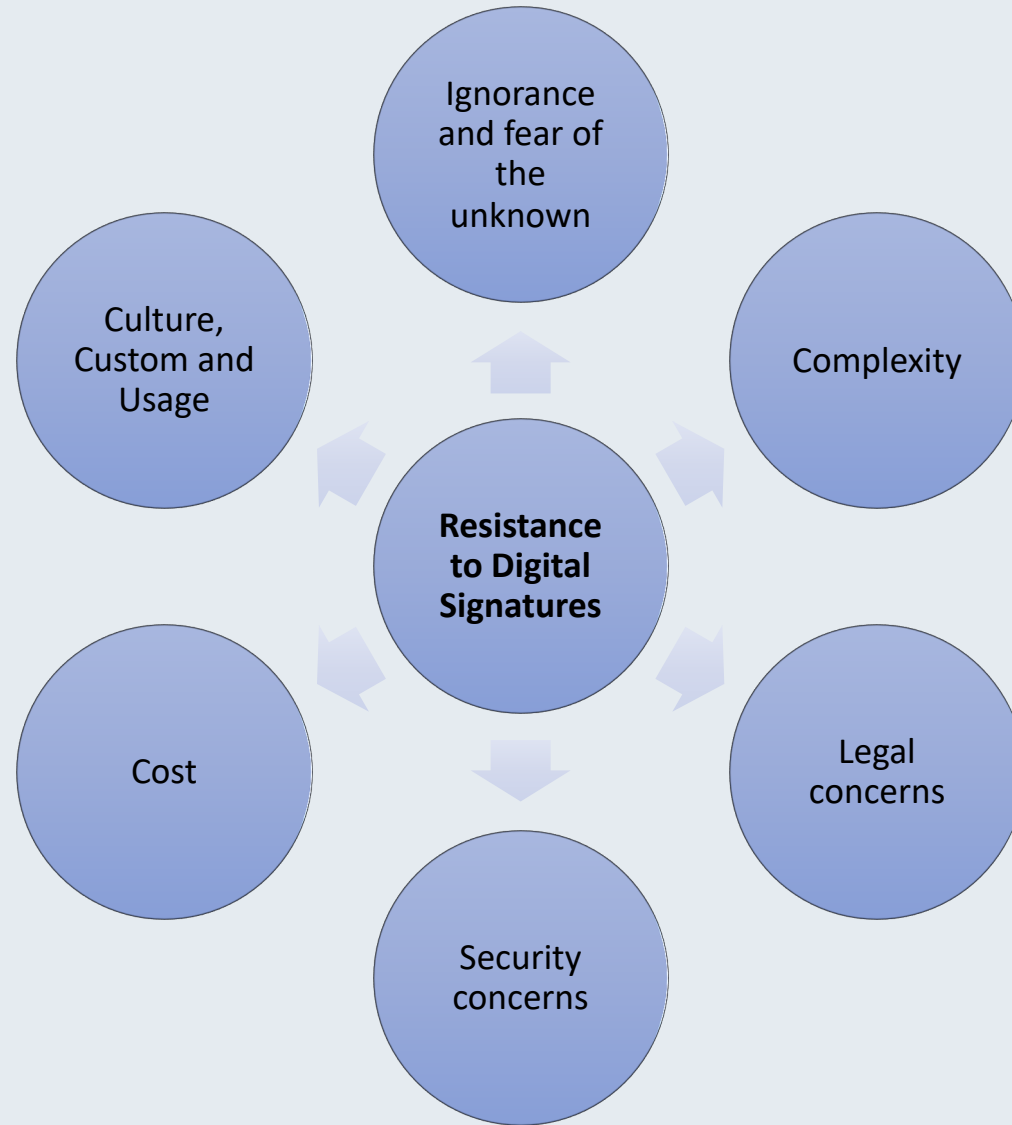
	Products	Customers	Services	Technology	Operations	Strategy	Organization	People/Culture	Integration	Innovation	Risk
I40MM	X	X		X	X	X	X	X			
HR-ISE	X			X	X						
FDMM 4.0				X		X	X	X			
SIMMI 4.0	X			X					X		
IMPULS	X		X		X	X	X	X			
TI40		X		X	X		X	X			
PwC SA	X	X	X	X	X	X	X	X			X
IMP ³ rove				X	X	X		X		X	
Acatech	X			X			X	X			
3SMM						X					
SM3E	X			X		X		X			
Industry 4.0				X	X	X		X			
Industry 4.0 Maturity Model	X		X	X	X	X	X				

Discussed usecases

- Health industry
- IoT
- Voting
- Education
- Procurement
- Tax purposes



Resistance of digital signatures





Thank you for your attention!

Jámbor Péter

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