

Electronic Commerce Managerial Perspective Chapter 11

For undergraduate and graduate electronic commerce courses. Explore the many aspects of electronic commerce through a managerial perspective. Electronic Commerce provides a thorough explanation of what EC is, how it's being conducted and managed, and how to assess its opportunities, limitations, issues, and risks—all from a managerial perspective. By presenting EC through a managerial approach, this text makes the subject matter practical, relevant, and beneficial to majors and non-majors alike. To keep pace with today's ever-changing technology, the seventh edition has been streamlined—removing material that's no longer relevant, while still providing students with information on the hottest topics in the field.

Electronic Commerce 2004 describes the essentials of electronic commerce how it is being conducted and managed as well as assessing its major opportunities, limitations, issues, and risks. It is a clear, simple, well-organized book, and provides all the basic definitions as well as logical support. Using extensive, vivid examples from large corporations, small businesses, government and not-for-profit agencies from all over the world, it makes the concepts presented come alive for readers. Beginning with a comprehensive introduction to E-commerce, the book explores internet marketing, B2B and C-commerce, E-marketplaces and internet consumerism, E-government, mobile commerce, auctions, security, electronic payment systems, and strategy and implementation to launch a successful E-commerce business. Written by experienced authors who are well-versed in real-world practices, this book will prove invaluable for managers and professional people in any functional area of business; as well as those in government, education, health services, and other areas that can benefit from a knowledge of e-commerce. Complete managerial emphasis throughout makes this book relevant and interesting to the reader. * Up-to-date coverage. * Comprehensive coverage of e-commerce.

E-Business covers a broad spectrum of businesses based on the Internet, including e-commerce, e-healthcare, e-government and e tailing. While substantial attention is being given to the planning and development of e-business applications, the efficiency and effectiveness of e-business systems will largely depend on management solutions. These management solutions demand a good grasp of both the technical and business perspectives of an e-business service. There have been many books on the Internet based on e-commerce, Internet protocols, distributed components etc. However, none of these books address the problem of managing e business as a set of networked services. They do not link enterprise management with network and systems management. This book provides an overview of the emerging techniques for IT service management from a business perspective with case studies from telecommunication and healthcare sectors. It integrates the business perspective with relevant technical standards, such as SNMP, WBEM and DMI. This book presents some concepts and methodologies that enable the development of effective and efficient management systems for networked services. The book is intended to familiarize practicing managers, engineers, and graduate level students with networked service management concepts, architectures and methodologies with reference to evolving standards. It should be useful in a number of disciplines, such as business management, information systems, computers and networking, and telecommunications. Appendix 2 is based on TeleManagement (TM) Forum's documents on TOM (GB921, GB910 and GB908). While this appendix has explained the basic management concept of an e-telco, TMForum now recommends the use of eTOM as explained in www.tmforum.com. An overview of eTOM is available in the report The TeleManagement Forum's enhanced Telecom Operations Map (eTOM) by Michael Kelly appearing in the Journal of Network and Systems Management in March 2003.

The comprehensive coverage of the Sixth Edition equips students with the latest information on e-commerce—concepts, models, strategies, and techniques that can be used to build useful e-commerce applications. The book features several comprehensive and diverse case studies and data on Indian corporations, as well as multinational companies showing success and failure of their Web-based electronic business models. Coverage of a broad range of topics, including the latest developments in technology as well as taxation issues, makes the book a solid introductory text for the rapidly expanding number of courses in e-commerce for the students of business management and commerce at undergraduate and postgraduate level, and also, for the students pursuing courses in computer applications, information technology and computer science engineering. **KEY FEATURES** • Provides coverage of all elements of e-commerce, including customer relationship, supply chain management, e-payment, e-security, mobile commerce, and Web designing. • Addresses key legal issues related to taxation (including GST), privacy, copyright, and so forth. • Gives the end-of-chapter Internet search exercises to help students develop analytical skills. • Defines key technical terms in the glossary. **NEW TO THE SIXTH EDITION** • Updated tables and figures throughout the book • Mobile business models, which are gaining more importance nowadays • New topics such as business models, search engine optimization, digital payment transition in India, and so on • Augmented sections on social media marketing, security on the Internet, etc. • Completely revamped chapters on 'Information Systems for Mobile Commerce', 'Legal and Ethical Issues', and 'E-commerce Laws and Taxation Issues'. **TARGET AUDIENCE** • MBA/PGDM/BBA • MCA/BCA • B.Tech (IT/CSE) • M.Tech (IT) • M.Com/B.Com

Information technology professionals will gain invaluable information with this updated resource on how to connect concepts to key business areas. These areas include accounting, finance, marketing, management, human resources, and operations. The new edition provides concise and accessible coverage of core IT topics. Do It Yourself activities show them how to apply the information on the job. Technology professionals will then be able to discover how critical IT is to each functional area and every business.

Embarking on electronic business is a challenging task. There is also a lack of clear understanding and comprehensive analysis of various issues and domains of electronic business. This book offers a very comprehensive analysis of concepts, models and infrastructures of e-business. It also presents unique observations of current e-business practices for different organizations in different economies and provides insights on the future of current leading businesses on the net and the trends of e-business. The volume will be an effective and indispensable reference book for professionals who are interested in or dealing with e-business and businesses that are embarking on e-business. **Sample Chapter(s)**. Introduction (106 KB). Chapter 1: Overview-Part I: Foundation of E-Business and E-Business Technologies (318 KB). Contents: Overview of Current Status of E-Business: Overview-Part I: Foundation of E-Business and E-Business Technologies (J Xu & M Quaddus); Overview-Part II: B2C, B2B and Other Types of E-Business (J Xu & M Quaddus); Studies of E-Business Issues and Challenges: Factors Influencing Online Auction Adoption: A China Study (M Quaddus & J Xu); Factors Influencing Online Advertising: A National Survey Among Small & Medium Enterprises in Australia (J

Heiligtag et al.); E-Learning in Emerging Countries: Case Studies of Republic of Tunisia, the Kingdom of Saudi Arabia, and People's Democratic Republic of Algeria (I B Dhaou & F Abdessemed); Consumers' Adoption of Electronic Ticketing: An Application in the Air Travel Industry in Tunisia (A Allagui & M S B Mimoun); Success Factors of E-Tailing: A China Study (W-B Xuan et al.); A Framework for Business-to-Business E-Commerce Evaluation Challenges and Critical Success Factors (C Lin & Y-A Huang); The Diffusion of Web 2.0 Platforms: The Problem of Oscillating Degrees of Utilization (T Kollmann et al.); Application of Wireless Technologies in Mobile Business (X-Z Gao); Theories and Factors Affecting Electronic Commerce Adoption in Small and Medium Enterprises (SMEs): A Review (S Al-Somali et al.); Factors of Commercial Website Success in Small and Medium Enterprises: An Indonesian Study (V Pujani et al.); E-Commerce Adoption in Small Enterprises: An Australian Study (J Hallal et al.); Outlook of E-Business: Future of E-Business, Success Factors and E-Business Opportunities (J Xu & M Quaddus); Achieving Sustainable E-Business Success: Development and Application of a Model of E-Business Adoption, Success and Sustainable Success (J Xu & M Quaddus). Readership: Academics and professionals in e-business, innovation technology, international trade, entrepreneurship and decision sciences.

E-Commerce has brought about many changes in organizations and has had significant impacts on the quality of life that is experienced by individuals or even indirectly as members of society. The need to have fast and efficient information on products is crucial to our socially conscious and technologically dependent society; hence, information technology has increased the intolerable burden of handling the increasing amount of information and human errors which the society is expected to contend with. The Economic and Social Impacts of E-Commerce addresses issues associated with the advent of e-commerce, and its significance within society.

This volume presents a global perspective on the major areas of electronic commerce, including (but not limited to) those related to the World Wide Web. It does not focus on technical issues, but instead examines the commercial, social and cultural aspects of electronic commerce, including buyer-seller relationships, consumer decision making, information strategy, EDI, electronic banking, information systems for electronic banking, and channel integration.

[Administration (référence électronique)].

An Introduction to e-Business provides the contemporary knowledge of the key issues affecting the modern e-business environment and links theory and practice of management strategies relating to e-business. This book brings together the most cogent themes for an introduction to e-business and constitutes a valuable contribution to formalising common themes for teaching the subject in higher education. It brings together theoretical perspectives based on academic research and the application of e-business strategies. These concepts are further explored in the six case studies that follow the set chapters. This new textbook integrates the main themes to provide a complete picture of the key elements relevant to an introductory text in e-business. To fully appreciate the e-business environment it is necessary to understand the links between the different disciplines that come together to form

This updated edition of the book blends in new e-commerce technologies. Mobile commerce (M-commerce) and use of cloud computing are offering a new set of challenges and opportunities for those individuals who know what they are and how they are related to e-commerce. Their use opens up new markets, expanding the need for larger operations, which in turn requires greater knowledge of the operations management subjects presented in this book. The book is focused on issues, concepts, philosophies, procedures, methodologies, and practices of running e-commerce operations. It connects the basic operations management activities undertaken by every organization (e.g., inventory management, scheduling, etc.) and translates their application into issues and problems faced in the field of e-commerce. The book also provides current research findings, strategies, and practices that can help students in the field of operations management run and improve their e-commerce operations. It covers most of the basic operations management activities and functions and has been designed for an upper-level undergraduate business, a graduate business or engineering management course on e-commerce operations management for university students. Students interested in e-commerce operations will find this book a valuable guide to the important aspects of starting up and running an e-commerce operation. They can learn from reading this book how supply chains, products and processes, human resources and purchasing functions can be supported and enhanced by the use of e-commerce. In addition, students can learn how to undertake forecasting and scheduling in e-commerce operations. Decision-makers and managers who have to reengineer e-commerce operations can also use this book as a guide to understanding e-commerce. The Instructor Manual and PowerPoint Slides for the book are available upon request for all instructors who adopt this book as a course text. Please send your request to sales@wspc.com.

With the modernization of services offered through the internet, many traditional face-to-face services have adopted new e-service phenomena. Especially prevalent among the younger generations, this change in service has promoted many industries to rethink how to best reach their consumers using modern technology. Structural Equation Modeling Approaches to E-Service Adoption is a pivotal reference source that aims to share the latest empirical research findings within technology acceptance, information systems, information technology, human-computer interaction, and management information systems. While highlighting topics such as e-commerce, internet banking, and technology acceptance, this publication explores the understanding of today's e-services in a dynamic and complex environment, as well as the methods within the field of information systems and information technologies. This book is ideally designed for academics, students, managers, and scholars interested in the up-and-coming research surrounding the field of information technology.

Do you need a one-volume lesson about business applications of the Internet and other computer-based hardware and software? This book provides comprehensive coverage of four major areas: The Internet and Data Communications Basics, Popular Types of Networks, Design, Implementation, and Management Issues in a Network Environment, and Data Communication and Internet Applications. The Handbook of Business Data Communications looks briefly at the major corporations working in each category. In addition to

practical examples, short case studies, and summaries of emerging issues in data communications, Professor Bidgoli discusses personal, social, organizational, and legal issues surrounding the use of networks and business software. Easy to use, balanced, and up-to-date, the Handbook has both answers and insights into future trends in business data communications. Key Features * An industry profile begins each chapter, providing readers with ways to learn more about the products they use * Numerous case studies of businesses throughout the book highlight applications topics * Includes balanced presentations of current and emerging technologies as well as useful discussions of security issues and measures * Presents thorough examinations of the Internet and intranets/extranets * Social, organizational, and legal materials provide context for data communications information * Summaries and review questions reinforce the aims of each chapter

This update contains 3 new chapters of *Electronic Commerce: A Managerial Perspective*. These 3 new chapters maintain Turban's hands-on, real-world, international, and cutting edge focus that makes the first edition the #1 selling E-Commerce book in the market. The first chapter, *Building an application with Yahoo! Store* provides a step-by-step, hands-on, detailed, storefront building guide. The second chapter, *Dynamic pricing* offers comprehensive coverage and up-to-date information on online auctions: models, benefits, limitations, software, support, fraud, bartering, and the future including the role of Mobile Commerce (M-Commerce). The third chapter, *Intrabusiness and e-Government* includes case studies on real companies' use of Intranets, problems, and solutions.

This exciting new text from The Dryden Press provides a strategic marketing and managerial perspective of electronic commerce. The research of the four highly-qualified authors provides the basis for the book, allowing for first-hand experience, varied viewpoints, and relevance.

E-Commerce Management is designed to help the managers of today and tomorrow better direct the E-Commerce process by integrating business models, marketing, and Internet technology. The integration of text and cases helps make this a perfect choice for instructors seeking one primary text for use in both graduate and undergraduate level E-Commerce and E-Marketing courses. Each case study provides readers with an in-depth analysis of well-known companies that have developed into e-successes or e-failures.

It is tempting to think that, in the year 2001, our technology is very sophisticated and accordingly, it is very tempting to believe that present-day computer technology is "very advanced" (begging the question of to what?). The fact is that we have only just begun to develop computer technology, and the recent implementation of the Internet brings us to a special threshold in that development. Development stages require very careful and thoughtful management. What we do now in this present development stage will be profoundly important for future generations. The management of the foundation for the 'evolution' of computer technology is a very special case because it will also become intimately connected with the management of mankind itself, not only in groups or collectively but also, eventually, as a species.

This four-part overview of electronic commerce offers a more thorough and technical view of the subject than many recent books on the subject. The book provides a balance of theories, applications, and hands-on material. *Electronic Commerce* is divided into four parts: *Electronic Commerce Basics*, *Electronic Commerce Supporting Activities*, *Implementation and Management Issues in Electronic Commerce*, and *Appendix and Glossary*. The book's chapters begin with introductions of leading companies with significant e-commerce expertise and at least two small case studies. They include 10 or more hands-on exercises, encouraging readers to explore and analyze sites, and a list of key terms and bibliographic citations. They conclude with 25-30 review questions and 6-10 projects for further investigation. Offers a generalist's overview of the field and its major players for people with little or no technical background Every chapter starts with an industry profile and two information boxes, which serve as case studies and point to practical applications Projects and hands-on exercises conclude each chapter

This new Edition of *Electronic Commerce* is a complete update of the leading graduate level/advanced undergraduate level textbook on the subject. *Electronic commerce (EC)* describes the manner in which transactions take place over electronic networks, mostly the Internet. It is the process of electronically buying and selling goods, services, and information. Certain EC applications, such as buying and selling stocks and airline tickets online, are reaching maturity, some even exceeding non-Internet trades. However, EC is not just about buying and selling; it also is about electronically communicating, collaborating, and discovering information. It is about e-learning, e-government, social networks, and much more. EC is having an impact on a significant portion of the world, affecting businesses, professions, trade, and of course, people. The most important developments in EC since 2014 are the continuous phenomenal growth of social networks, especially Facebook, LinkedIn and Instagram, and the trend toward conducting EC with mobile devices. Other major developments are the expansion of EC globally, especially in China where you can find the world's largest EC company. Much attention is lately being given to smart commerce and the use of AI-based analytics and big data to enhance the field. Finally, some emerging EC business models are changing industries (e.g., the shared economy models of Uber and Airbnb).

The 2018 (9th) edition, brings forth the latest trends in e-commerce, including smart commerce, social commerce, social collaboration, shared economy, innovations, and mobility.

Offering both real-world and theoretical perspectives, this book features exceptionally comprehensive yet manageable coverage of a broad spectrum of E-commerce essentials from a global point of view.

Extremely user-friendly and practical, it features vignettes, application cases, and real-world cases in each chapter. Market Mechanisms. Products and Services. Market Research and Advertisement.

Company-Centric. Exchanges and Collaboration. E-Government, B2E. M-Commerce. Infrastructure and Application Developments. Privacy, Legal and Security. Payments and Order Fulfillment. Strategy, Going global, and Internet Communities. For anyone interested in e-commerce. Ideal for busy

Throughout the book, theoretical foundations necessary for understanding *Electronic Commerce (EC)* are presented, ranging from consumer behavior to the economic theory of competition. Furthermore, this book presents the most current topics relating to EC as described by a diversified team of experts in a variety of fields, including a senior vice president of an e-commerce-related company. The authors provide website resources, numerous exercises, and extensive references to supplement the theoretical presentations. At the end of each chapter, a list of online resources with links to the websites is also provided. Additionally, extensive, vivid examples from large corporations, small businesses from different industries, and services, governments, and nonprofit agencies from all over the world make concepts come alive in *Electronic Commerce*. These examples, which were collected by both academicians and practitioners, show the reader the capabilities of EC, its cost and justification, and the innovative ways corporations are using EC in their operations. In this edition (previous editions published by Pearson/Prentice Hall), the authors bring forth the latest trends in e-commerce, including social businesses, social networking, social collaboration, innovations, and mobility.

Explore the many aspects of electronic commerce through a managerial perspective. *Electronic Commerce* provides a thorough explanation of what EC is, how it's being conducted and managed, and how to assess its opportunities, limitations, issues, and risks—all from a managerial perspective. To keep pace with today's ever-changing technology, the seventh edition has been streamlined—removing material that's no longer relevant, while still providing information on the hottest topics in the field.

Describing what electronic commerce is, how it is being conducted and managed, and what the major opportunities, limitations, issues and risks are, this book should be of interest to managers and professionals in the business world.

E-Commerce and V-Business examines the impact of the Internet and associated technologies on two related aspects of business: electronic commerce and virtual organisation. Using a combination of recent theory and empirical evidence it demonstrates how forward thinking organisations are reaping considerable strategic advantage from exciting new business models in these areas. Such models require radical rethinking of many aspects of traditional business. The book covers many of the critical and contemporary issues stemming from these important new developments.

This is a complete update of the best-selling undergraduate textbook on Electronic Commerce (EC). New to this 4th Edition is the addition of material on Social Commerce (two chapters); a new tutorial on the major EC support technologies, including cloud computing, RFID, and EDI; ten new learning outcomes; and video exercises added to most chapters. Wherever appropriate, material on Social Commerce has been added to existing chapters. Supplementary material includes an Instructor's Manual; Test Bank questions for each chapter; Powerpoint Lecture Notes; and a Companion Website that includes EC support technologies as well as online files. The book is organized into 12 chapters grouped into 6 parts. Part 1 is an Introduction to E-Commerce and E-Marketplaces. Part 2 focuses on EC Applications, while Part 3 looks at Emerging EC Platforms, with two new chapters on Social Commerce and Enterprise Social Networks. Part 4 examines EC Support Services, and Part 5 looks at E-Commerce Strategy and Implementation. Part 6 is a collection of online tutorials on Launching Online Businesses and EC Projects, with tutorials focusing on e-CRM; EC Technology; Business Intelligence, including Data-, Text-, and Web Mining; E-Collaboration; and Competition in Cyberspace. the following tutorials are not related to any specific chapter. they cover the essentials of ec technologies and provide a guide to relevant resources. p

Describes the essentials of electronic commerce, how it is being conducted and managed as well as assessing its major opportunities, limitations, issues, and risks. With its managerial orientation and interdisciplinary approach, this book is for beginners as well as graduate students in e-commerce.

The change from old to new technologies has fundamentally changed the relationship between the consumer and the firm. This book is at the frontier of behavioural research into how these new commercial realities are borne out in practice, examining the adoption of e-commerce by small firms and the transactional phenomenon that entails access to the Internet. In analyzing the process of e-commerce adoption and why e-commerce actors behave as they do, its coverage includes the adoption of information and communication technologies (ICT) by small firms; the use of ICT applications to support marketing and sales transactions; and the factors that influence consumers' online purchasing decisions.

The creation of new business organizations for economic prosperity is the keystone of commercial development. The study of this process has occupied the minds of scholars for centuries and the need to move from theories of entrepreneurship to the actual 'doing' of entrepreneurship is intense. Theorizing about entrepreneurship has been done across many disciplines, but what can be taken from the existing traditions to contribute to our teaching and learning experiences? Written for educators, researchers, and practitioners, Entrepreneurship: The Way Ahead offers insight and perspective on entrepreneurship from the foremost academic leaders in the field. Taking a contemporary approach to entrepreneurial processes, the book considers how the convergence of individual, opportunity and environment ultimately leads to success or failure, while illuminating the true relationship between entrepreneurship and technological and social issues. It also explores innovations and developments in entrepreneurship education and training, while evaluating existing literature and research. This important book represents some of the most advanced thinking in the field of entrepreneurship, providing an essential grounding of new theory for researchers and entrepreneurial managers alike.

This text describes the essentials of electronic commerce—how it is being conducted and managed as well as assessing its major opportunities, limitations, issues, and risks. It is a clear, simple, well-organized book, and provides all the basic definitions as well as logical support. Using extensive, vivid examples from large corporations, small businesses, government and not-for-profit agencies from all over the world, it makes the concepts presented come alive for readers. Beginning with a comprehensive introduction to E-commerce, the book explores internet marketing, B2B and C-commerce, E-marketplaces and internet consumerism, E-government, mobile commerce, auctions, security, electronic payment systems, and strategy and implementation to launch a successful E-commerce business. Written by experienced authors who are well-versed in real-world practices, this book will prove invaluable for managers and professional people in any functional area of business; as well as those in government, education, health services, and other areas that can benefit from a knowledge of e-commerce.

E-Business Management: Integration of Web Technologies with Business Models contains a collection of articles by leading information systems researchers on important topics related to the development of e-business. The goal is to enhance the understanding of the state of the art in e-business, including the most current and forward-looking research. The book emphasizes both business practices and academic research made possible by the recent rapid advances in the applications of e-business technology. The book should help graduate students, researchers, and practitioners understand major e-business developments, how they will transform businesses, and the strategic implications to be drawn. By illustrating in detail the major e-business developments and research, E-Business Management focuses on addressing e-business management from the perspective of information systems research. In order to cover the subject matter in sufficient breadth and depth, the book is organized into the following five main sections: -e-Business Fundamentals; -e-Business Best Practices; -Marketing, Customer Relations, e-Services, and Personalization; -Formation of New Intermediaries and e-Markets, and -B2B and Supply-Chain Management: New Business Models and Valuation.

"The rapid commercialization of the Internet and success of online direct marketing led to the burgeoning field of business-to-business e-commerce, a growing industry analyzed with the most recent research developments and successful implementation strategies in this business volume. E-commerce environments, supply chain management issues, and value chain networks are explored with respect to process, research, and electronic tendering. More complex discussions of classification schemes, manufacturing connectedness, and structuration theory provide the academic dimension of the practical business challenges presented."

In the era of digital technology, business transactions and partnerships across borders have become easier than ever. As part of this shift in the corporate sphere, managers, executives, and strategists across industries must acclimate themselves with the challenges and opportunities for conducting business. Mobile Commerce: Concepts, Methodologies, Tools, and Applications provides a comprehensive source of advanced academic examinations on the latest innovations and technologies for businesses. Including innovative studies on marketing, mobile commerce security, and wireless handheld devices, this multi-volume book is an ideal source for researchers, scholars, business executives, professionals, and graduate-level students.

Electronic commerce is here to stay. No matter how big the dot-com crisis was or how far the e-entrepreneurs' shares fell in the market, the fact remains that there is still confidence in electronic trading. At least it would appear that investors are confident in e-companies again. However, not only trust of venture capitalists is of importance -- consumers also have to have faith

in on-line business. After all, without consumers there is no e-business. Interacting lawyers, technicians and economists are needed to create a trustworthy electronic commerce environment. To achieve this environment, thorough and inter-disciplinary research is required and that is exactly what this book is about. Researchers of the project Enabling Electronic Commerce from the Dutch universities of Tilburg and Eindhoven have chosen a number of e-topics to elaborate on trust from their point of view. This volume makes clear that the various disciplines can and will play a role in developing conditions for trust and thus contribute to a successful electronic market.

International Business Law and the Legal Environment provides business students with a strong understanding of the legal principles that govern doing business internationally. Not merely about compliance, this book emphasizes how to use the law to create value and competitive advantage. DiMatteo's transactional approach walks students through key business transactions—from import and export, contracts, and finance to countertrade, dispute resolution, licensing, and more—giving them both context and demonstrating real world application. This new edition also includes: New material on comparative contract and sales law & European private law; joint ventures and collaborative alliances. A new part on foreign direct investment that includes a chapter on emerging markets. New chapters on privacy law, and on environmental concerns. Greater coverage of the World Trade Organization. "Case highlights" and court opinions that feature edited court transcripts which expose students to actual legal reasoning and an understanding of the underlying legal principles. These decisions are drawn from a broad range of countries, offering a truly international look at the subject. Students of business law and international business courses will find DiMatteo's clear writing style easy to follow. A companion web site includes an instructor's manual, PowerPoints, and other tools to provide additional support for students and instructors.

"This book contains eight chapters. Chapter Two briefly describes the technology that makes electronic commerce possible, while Chapter Three introduces the topic of Web strategy. The major functions of marketing are described in the next five chapters: Promotion (Chapter Four); Promotion and Purchase (Chapter Five); Distribution (Chapter Six); Service (Chapter Seven); and Pricing (Chapter Eight). The final chapter takes a broader, societal perspective and discusses the influence of electronic commerce on society."--BC Campus website.

In today's competitive and global business environments knowledge is recognized as one of the most important strategic assets for modern organizations. With improvements in IT-based systems for handling knowledge, KM is becoming an essential theme of research into business success as well as a subject of new business initiatives. Knowledge and Business Process Management provides a unique and timely compilation of a multi-disciplinary views related to knowledge and business process management.

ICT is playing an increasingly important role in both business and individual's private life. It has increased international interconnectedness and speed up the process of globalization. But on the other side the total energy consumption by the communication and networking devices and the relevant global CO2 emission is increasing exponentially. ICT has, in many ways, a vital role to play. It accounts for about two percent of global CO2 emissions. Telecommunications applications can have a direct, tangible impact on lowering greenhouse gas emissions, power consumption, and achieve efficient recycling of equipment waste. This book is the outcome of the special session on Green Communications at 'The 12th International Symposium on Wireless Personal Multimedia Communications' (WPMC) held in Sendai, Japan in September 2009. To the best of the editors' knowledge this is the first book on the Green Information and Communication Technologies (ICT) and can be considered a milestone and a key-tool aimed at driving the industrial, scientific and academic efforts of the international community to guarantee a greener future to the whole planet. Part I of the book Towards Green ICT provides the necessary background and technical content to understand the vision and the role of green communication packed with details of the technologies like Zigbee and RFID in turning the planet earth greener. Part II covers a number of paradigm-shifting technical approaches including energy-efficient deployment through optimizations in the planning of ICT networks, energy-efficient wireless transmission techniques, reduced transmission power & reduced radiation, cross-layer optimization methods, and opportunistic spectrum sharing without causing harmful interference pollution. Part III covers the application of Intelligent WiMAX (I-WiMAX), a green radio technique able to support new maritime communication services and ICT based Business models. The coverage of new and upcoming issues on Green ICT makes it a good choice for educators, industry practitioners, regulators, researchers and students

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