

# Encyclopedia of E-Commerce Development, Implementation, and Management (3 Vols.)

In Lee (Western Illinois University, USA)

## Description:

The convenience of online shopping has driven consumers to turn to the internet to purchase everything from clothing to housewares and even groceries. The ubiquity of online retail stores and availability of hard-to-find products in the digital marketplace has been a catalyst for a heightened interest in research on the best methods, techniques, and strategies for remaining competitive in the era of e-commerce.

The **Encyclopedia of E-Commerce Development, Implementation, and Management** is an authoritative reference source highlighting crucial topics relating to effective business models, managerial strategies, promotional initiatives, development methodologies, and end-user considerations in the online commerce sphere. Emphasizing emerging research on up-and-coming topics such as social commerce, the Internet of Things, online gaming, digital products, and mobile services.

## Readers:

This multi-volume encyclopedia is an essential addition to the reference collection of both academic and corporate libraries and caters to the research needs of graduate-level students, researchers, IT developers, and business professionals.

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## Topics Covered:

- Brand Management
- Commercial Website Development
- E-Business
- E-Personalization
- E-Services
- Electronic Word-of-Mouth
- Mobile Apps
- Mobile Commerce
- Online Auctions
- Social Shopping
- Usability Models
- Viral Marketing

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**Section #**

Chapter #

*CHAPTER TITLE***Editor (Affiliation)****Section #**

**In Lee** is a professor in the School of Computer Sciences at the College of Business and Technology at Western Illinois University in the US. He is a two-time winner of the Research Excellence Award in the College of Business and Technology at WIU and is the founding Editor-in-Chief of the International Journal of E-Business Research. He has published his research in such journals as Communications of the ACM, IEEE Transactions on Systems, Man and Cybernetics, IEEE Transactions on Engineering Management, International Journal of Production Research, Decision Support Systems, Computers and Operations Research, International Journal of Production Economics, Business Horizons, Knowledge and Process Management, Journal of Small Business Management, Management Decision, Computers and Education, International Small Business Journal, Computers in Human Behavior, Business Process Management Journal, Computers and Industrial Engineering, and others. Prior to his academic career, he worked for a number of multinational corporations, as well as serving as a consultant for various government agencies and private organizations. His current research interests include web technology development and management, investment strategies for computing technologies, and mobile services. He received his PhD in Business Administration from the University of Illinois at Urbana-Champaign.