

Handbook of Research on the Evolution of IT and the Rise of E-Society

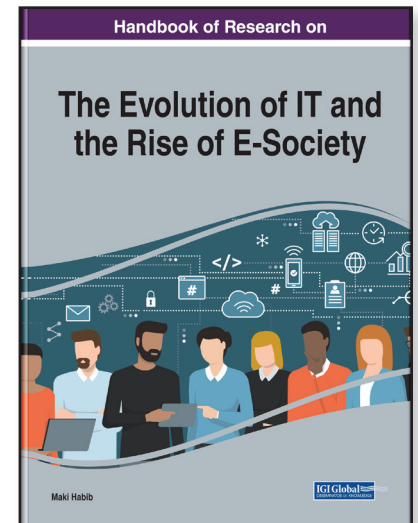
Part of the Advances in IT Standards and Standardization Research Book Series

Maki Habib (The American University in Cairo, Egypt)

Description:

Rapid advancement in information and communication technologies have led to interconnected and predominately online interactions in the current era. It is crucial for current organizations to adapt and integrate internet technologies to increase flexibility, effective services, and competitiveness.

The **Handbook of Research on the Evolution of IT and the Rise of E-Society** is a pivotal reference source that provides vital research on the application of embedded and connected technology and its role in modern society. While highlighting topics such as information privacy, knowledge management, and social media, this publication explores the development and cultivation of e-community in organizations, as well as the methods of addressing interpersonal facilitation, user-friendly design, and mobile accessibility. This book is ideally designed for program developers, computer engineers, managers, business professionals, researchers, and graduate-level students seeking current research on the adoption and efficient usage, formation, and maintenance of internet and communication technology interaction.



ISBN: 9781522572145

Release Date: September, 2018 **Copyright:** 2019

Pages: 600

Topics Covered:

- Big Data
- Brand Image
- Business Intelligence
- Consumer Value
- E-Community
- Information Privacy
- IT Competence
- Knowledge Management
- Organizational Image
- Public Relations Communication
- Social Media

Hardcover: \$245.00

E-Book: \$245.00

Hardcover + E-Book: \$295.00

Order Information

Phone: 717-533-8845 x100

Toll Free: 1-866-342-6657

Fax: 717-533-8661 or 717-533-7115

Online Bookstore: www.igi-global.com

Mailing Address: 701 East Chocolate Avenue, Hershey, PA 17033, USA