

Optimizing Current Practices in E-Services and Mobile Applications

Part of the Advances in E-Business Research Book Series

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Description:

In the modern world of mobile applications, the expansion of e-services, self-services, and mobile communication constantly allows for new multidisciplinary developments in academia and industry.

Optimizing Current Practices in E-Services and Mobile Applications is a critical scholarly resource that examines issues in the production management, delivery, and consumption of e-services. Featuring coverage on a broad range of topics, such as marketing, management, social media, and entrepreneurship, this book is an ideal resource for professionals, researchers, academicians, and industry consultants with an interest in the emergence of e-services.



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