

# Apps Management and E-Commerce Transactions in Real-Time

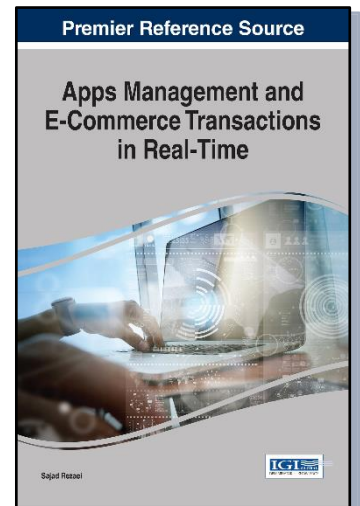
Part of the Advances in E-Business Research Book Series

Sajad Rezaei (Universiti Tunku Abdul Rahman, Malaysia)

## Description:

Technology is continuously advancing and changing the way aspects of business are performed. The implementation of mobile business transactions to acquire various types of goods has changed the landscape of consumerism.

**Apps Management and E-Commerce Transactions in Real-Time** is a timely research publication that features the latest scholarly trends, issues, and implications of the use of a new technological forum in electronic buying and selling. Including extensive coverage on a number of topics and perspectives such as social networks, customer satisfaction, and cloud computing, this book is ideally designed for researchers, academicians, and students seeking current research on mobile solutions in business deals.



ISBN: 9781522524496

Release Date: June, 2017

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Pages: 260

## Topics Covered:

- Augmented Reality
- Cloud Computing
- Customer Satisfaction
- Hospitality
- Mobile Social Networks
- Social Networks
- Tourism

Hardcover: **\$210.00**

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**Sajad Rezaei** is a Lecturer in Marketing and Research Methods at Taylor's Business School, Taylor's University, Malaysia. His recent research has been published in refereed journals such as *Journal of Business Research*, *Computers in Human Behavior*, *Journal of Internet Commerce*, *Technology Analysis & Strategic Management*, *Journal of Retailing and Consumer Services*, *Management Research Review*, *International Journal of Internet Marketing and Advertising*, *Journal of Hospitality and Tourism Technology*, *Journal of Travel & Tourism Marketing*, and *Asia Pacific Education Review*, among others. His research direction has extended from his background in BSc Business Administration, MBA and doctoral dissertation with two key research themes including e-commerce and marketing management. He serves as a reviewer to several refereed journals.