

Mobile Platforms, Design, and Apps for Social Commerce

Part of the Advances in E-Business Research Book Series

Jean-Éric Pelet (ESCE International Business School, Paris, France)

Description:

While social interactions were once a personal endeavor, more contact is now done virtually. Mobile technologies are an ever-expanding area of research which can benefit users on the organizational level, as well as the personal level.

Mobile Platforms, Design, and Apps for Social Commerce is a critical reference source that overviews the current state of personal digital technologies and experiences. Highlighting fascinating topics such as M-learning applications, social networks, mHealth applications and mobile MOOCs, this publication is designed for all academicians, students, professionals, and researchers that are interested in discovering more about how the use of mobile technologies can aid in human interaction.



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Topics Covered:

- Augmented Reality
- Cloud Computing
- M-Learning Applications
- mHealth Applications
- Mobile Commerce
- MOOCs on Mobiles
- Social Media
- Social Networks
- Website Interfaces

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Jean-Éric Pelet holds a PhD in Marketing, an MBA in Information Systems and a BA (Hns) in Advertising. As an assistant professor in management, he works on problems concerning consumer behaviour when using a website or other information system (e-learning, knowledge management, e-commerce platforms), and how the interface can change that behavior. His main interest lies in the variables that enhance navigation in order to help people to be more efficient with these systems. He works as a visiting professor both in France and abroad (England, Switzerland) teaching e-marketing, ergonomics, usability, and consumer behaviour at Design Schools (Nantes), Business Schools (Paris, Reims), and Universities (Paris Dauphine – Nantes). Dr. Pelet has also actively participated in a number of European Community and National research projects. His current research interests focus on, social networks, interface design, and usability.

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