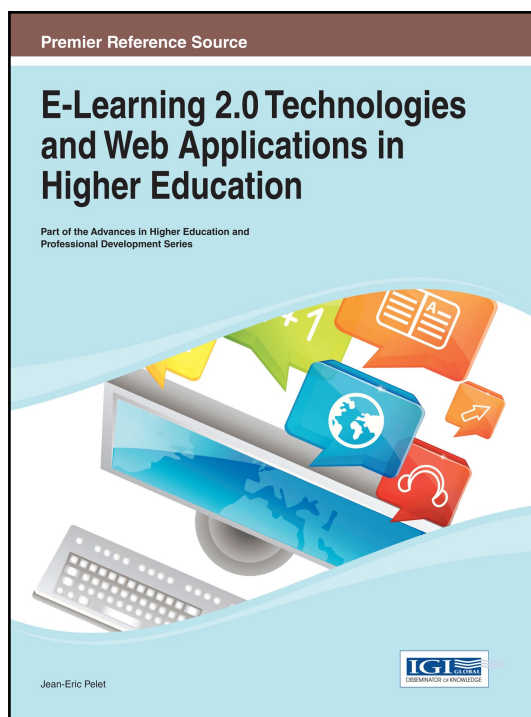


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E-Learning 2.0 Technologies and Web Applications in Higher Education



Part of the Advances in Higher Education and Professional Development Book Series

Jean-Eric Pelet
(KMCMS, IDRAC International School of Management, University of Nantes, France)

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Jean-Eric Pelet holds a PhD in Marketing, an MBA in Information Systems and a BA (Hons) 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, Thailand) 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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