

Strategic E-Commerce Systems and Tools for Competing in the Digital Marketplace

Part of the Advances in E-Business Research (AEBR) Book Series

Mehdi Khosrow-Pour (Information Resources Management Association, USA)

Description:

As financial systems migrate to a pervasive, online environment, business leaders and layman investors alike must adapt to changes in the market brought about by this new age of business.

Strategic E-Commerce Systems and Tools for Competing in the Digital Marketplace advances the body of knowledge on electronic business and commerce with an in-depth look at the opportunities and concerns surrounding online business and finance.

Readers:

This cutting-edge reference aids business leaders, financial managers, investors, and consumers looking to build their portfolios and thrive in modern digital business environments.

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Topics Covered:

- Cultural Analogues
- Digital Marketing Optimization
- E-Commerce Network
- IT Value Management
- Purchase-Based Targeted Advertising
- Semantic++ Electronic Commerce Architecture
- Theory of Planned Behavior

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Chapter 1

Semantic++ Electronic Commerce Architecture and Models in Cloud

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Chao Li, Tsinghua University, China
Yong Zhang, Tsinghua University, China
Chunxiao Xing, Tsinghua University, China
Sixin Xue, Tsinghua University, China & Renmin University, China
Yuenan Liu, Renmin University, China

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Kim Maes, Antwerp Management School, University of Antwerp, Belgium
Steven De Haes, Antwerp Management School, University of Antwerp, Belgium
Wim Van Grembergen, Antwerp Management School, University of Antwerp, Belgium

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Evaluation of B2B Pharmaceutical Supply Chain in Australia

Chad Lin, Curtin University, Australia
Geoffrey Jalleh, Curtin University, Australia

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A General Evolution Mechanism Model for E-commerce Network

Zhihong Tian, Beijing Jiaotong University, China
Zhenji Zhang, Beijing Jiaotong University, China
Xiaolan Guan, Beijing Institute of Graphic Communication, China

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Nae-Wen Kuo, Department of Geography, National Taiwan Normal University, Taiwan
You-Yu Dai, Graduate Institute of Recreation, Tourism, and Hospitality Management, National Chiayi University, Taiwan

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Branding Cultural Analogues in Virtual Communities

Robert Pennington, Fo Guang University, Taiwan

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Vincent Cheng, Macau University of Science and Technology, Macau
Joan Rhodes, Macquarie University, Australia
Peter Lok, University of Sydney Business School, ITLS, University of Sydney, Australia

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Neha Jain, Jaypee Business School, India
Vandana Ahuja, Jaypee Business School, India
Yajulu Medury, Jaypee Group, India

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Purchase-Based Targeted Advertising: A Competitive Analysis

Jianqiang Zhang, Department of Advertising, Jiangsu Normal University, China
Weijun Zhong, School of Economics and Management, Southeast University, China
Shue Mei, School of Economics and Management, Southeast University, China

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Mayada Abd El-Aziz Youssef, UAE University, UAE

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Sabah Abdullah Al-Somali, King AbdulAziz University, Saudi Arabia
Roya Gholami, Aston Business School, Aston University, UK
Ben Clegg, Aston Business School, Aston University, UK

Mehdi Khosrow-Pour, D.B.A. received his Doctorate in Business Administration from the Nova Southeastern University (Florida, USA). Dr. Khosrow-Pour taught undergraduate and graduate information system courses at the Pennsylvania State University – Harrisburg for 20 years. He is currently Executive Editor at IGI Global (www.igi-global.com). He also serves as Executive Director of the Information Resources Management Association (IRMA) (www.irma-international.org), and Executive Director and President of the World Forgotten Children's Foundation (www.world-forgotten-children.org). He is the author/editor of over twenty books in information technology management. He is also the editor-in-chief of the *Information Resources Management Journal*, the *Journal of Cases on Information Technology*, the *Journal of Electronic Commerce in Organizations*, and the *Journal of Information Technology Research*, and has authored more than 50 articles published in various conference proceedings and scholarly journals.