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Strategic and Pragmatic E-Business: Implications for Future Business Practices

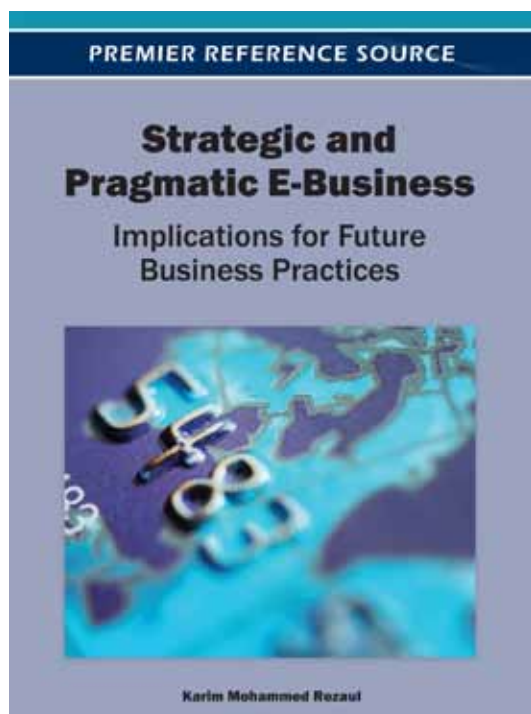
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In emerging and global economies, e-commerce and e-business have become increasingly necessary components of business strategy and strong catalysts for economic development.

Strategic and Pragmatic E-Business: Implications for Future Business Practices disseminates information on the new practices and techniques in e-business and promotes a better understanding of contemporary issues and solutions to existing and emerging challenges. Making prospective audiences aware of concurrent business needs, models, trends, methods, and techniques, this book targets: e-commerce vendors, business managers, entrepreneurs, software industries, the digital media world, and online merchants who wish to build strong consumer brands.

Topics Covered:

- Business process re-engineering
- Digital Goods and Services
- Dynamic pricing models
- E-Business Practices
- E-Commerce
- e-Payment systems
- Global Business
- Internet Banking
- Social networks in e-Business
- User behavior modeling



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Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners and is ideal for classroom use.

Karim Mohammed Rezaul was awarded a PhD degree in Computing and Communications Technology from North East Wales Institute (NEWI) of Higher Education (presently Glyndwr University), University of Wales, UK in October 2007. He received his BSc. degree in the field of Naval Architecture and Marine Engineering from Bangladesh University of Engineering and Technology (BUET), Dhaka in 1998 and MSc. degree in Marine Technology from Norwegian University of Science and Technology (NTNU), Trondheim, Norway in 2001. Dr Karim is a member of the Institute of Electrical and Electronics Engineers (IEEE), Association for Computing Machinery (ACM), Centre for Applied Internet Research (CAIR, UK), and a fellow of Institution of Engineers Bangladesh (IEB, Bangladesh). He is the founder and director of Applied Research Centre for Business and Information Technology (ARCBIT), UK. In February 2002, Dr. Karim was appointed as visiting lecturer in the department of Computing, Communications Technology and Mathematics at London Metropolitan University, and continued until June 2005. He is an Academic advisor / Programme director of various International colleges in UK. He is currently working as the Director of studies and senior lecturer at St. Peter's College of London. He is an author of a numerous Scientific and Business articles in Scholarly & Refereed publications which include book, book chapters, journals and International conference papers. He is an editor of several international journals and member of the technical program committee (TPC) of multiple International conferences. His research interests include E-Business, Network Traffic Engineering, Long-range dependence phenomena (which appear in network traffic, stock markets, oil price, cardiology, economics, finance, hydrology, climate, weather etc.), Time series analysis, Quantitative development, Business Information systems & design, Information Security, Designing Algorithm & data structures, Statistical Computing, Internet technology, Cloud & Grid Computing, Quality of Service (QoS) Control and Traffic modelling & simulation.