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## Strategy, Adoption, and Competitive Advantage of Mobile Services in the Global Economy

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### Strategy, Adoption, and Competitive Advantage of Mobile Services in the Global Economy



In Lee

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In Lee (Western Illinois University, USA)

As business paradigm shifts from a desktop-centric environment to a data-centric mobile environment, mobile services provide numerous new business opportunities, and in some cases, challenge some of the basic premises of existing business models.

**Strategy, Adoption, and Competitive Advantage of Mobile Services** in the Global Economy seeks to foster a scientific understanding of mobile services, provide a timely publication of current research efforts, and forecast future trends in the mobile services industry. This book is an ideal resource for academics, researchers, government policymakers, as well as corporate managers looking to enhance their competitive edge in or understanding of mobile services.

#### Topics Covered:

- Mobile Business and Mobile Commerce
- Management Intent
- Analysis and design of Mobile services
- Emerging Technologies in Mobile Services
- Adoption of Mobile Services
- Mobile Service Applications
- Mobile Service Development
- Lifecycle Management and Distribution Models
- Social Media and Web 2.0
- Information Security and Privacy

**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.

**In Lee** is a professor in the School of Computer Sciences at the College of Business and Technology at Western Illinois University in the US. He is a two-time winner of the Research Excellence Award in the College of Business and Technology at WIU. He is the founding Editor-in-Chief of the *International Journal of E-Business Research*. He has published his research in such journals as *Communications of the ACM*, *IEEE Transactions on Systems, Man and Cybernetics*, *IEEE Transactions on Engineering Management*, *International Journal of Production Research*, *Decision Support Systems*, *Computers and Operations Research*, *International Journal of Production Economics*, *Business Horizons*, *Knowledge and Process Management*, *Journal of Small Business Management*, *Management Decision*, *Computers and Education*, *International Small Business Journal*, *Computers in Human Behavior*, *Business Process Management Journal*, *Computers and Industrial Engineering* and others. Prior to his academic career, he worked for a number of multinational corporations. He has also served as a consultant for various government agencies and private organizations. His current research interests include web technology development and management, investment strategies for computing technologies and mobile services. He received his PhD in Business Administration from the University of Illinois at Urbana-Champaign.



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