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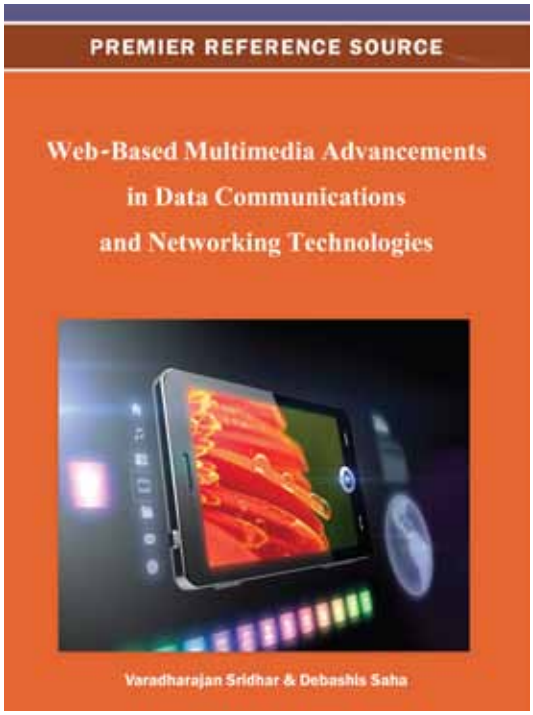
Web-Based Multimedia Advancements in Data Communications and Networking Technologies



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Varadharajan Sridhar (Sasken Communication Technologies) and Debashis Saha (Indian Institute of Management (Calcutta), India)

New data communication technologies, and the resulting policies and management, can have a profound effect on the success of business organizations. By quantifying the impact of these new innovations, researchers can help these businesses thrive in the networking and business data communications fields.

Web-Based Multimedia Advancements in Data Communications and Networking Technologies highlights comprehensive research which will enable readers to understand, manage, use, and maintain business data communication networks more effectively. It also addresses key technology, management, and policy issues for utilizing data communications and networking in business and the current best practices for aligning this important technology with the strategic goals of the organization.

Topics Covered:

- Autonomic Pervasive Computing
- Autonomic Pervasive Computing
- Business Data Communications
- E-Commerce Applications
- MANETs
- Mobile Computing and Multimedia
- Network Management Technologies
- Semantic Mobile Applications
- Social Network Service Threads
- Structured and Unstructured Sources

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.

Varadharajan Sridhar is a Research Fellow at Sasken Communication Technologies, Bangalore (India) wherein he looks after strategic research initiatives, knowledge management, and academic partnerships. Prior to Sasken, he was a professor of information management and Dean (Research and Consulting) at the Management Development Institute (India). He had also taught at Ohio University and American University in the US; University of Auckland in New Zealand, and at the Indian Institute of Management (Lucknow, India). He received his BE from the University of Madras (India), Post Graduate Diploma in industrial engineering from the National Institute for Training in Industrial Engineering (Mumbai, India), and PhD in MIS from the University of Iowa (USA). Dr. Sridhar's primary research interests are in the area of telecommunication management and policy and global software development. He has published many research articles, business cases, and chapters in edited books in his area of research. The book co-edited by him titled "Recent Advances in Broadband Integrated Network Operations and Services Management" was published by IGI Global in 2011. His latest book titled "The Telecom Revolution in India: Technology, Regulation and Policy" has been published by the Oxford University Press India in October 2011. He has been a member of the Government of India committees in telecom and IT. Dr. Sridhar contributes regularly in leading Indian business newspapers on telecom policy related issues. He is the Co-Editor of *International Journal of Business Data Communications and Networking* and is on the editorial board of the *Journal of Global Information Management*. He is a member of Association for Computing Machinery and Association of Information Systems.

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