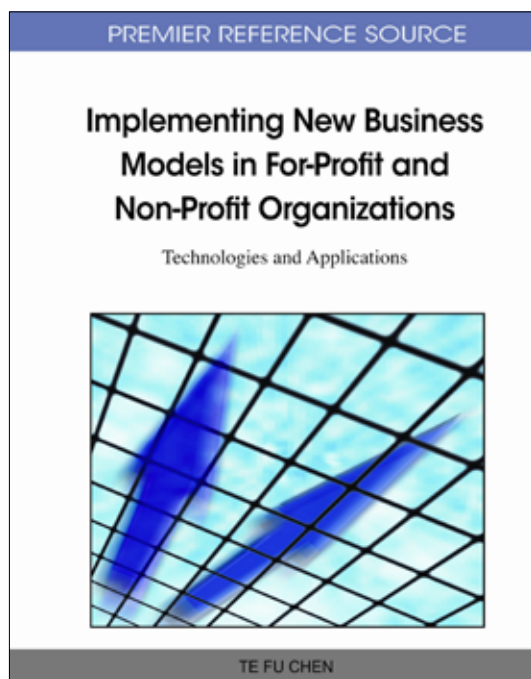


# An Excellent Addition to Your Library!

Released: December 2010

## Implementing New Business Models in For-Profit and Non-Profit Organizations: Technologies and Applications



Te Fu Chen (Lunghwa University of Science and Technology, Taiwan)

As technology continues to evolve, existing business models become limited with respect to complexity and speed. Accordingly, significant transformation has shaped the economy and business environments in recent decades.

**Implementing New Business Models in For-Profit and Non-Profit Organizations: Technologies and Applications** provides relevant theoretical frameworks and the latest empirical research findings on a new platform of business models and then explores the relationship between the new Business 2.0 alliance and Web 2.0.

### Topics Covered:

- Business models in for-profit organizations
- Business models in non-profit organizations
- Employee attitudes towards business-to-employee (B2E) portals
- Implementing an electronic infrastructure
- Internet self-efficacy
- Managing knowledge workers in the 21st Century
- Modeling multi-criteria promotional strategies
- Operational performance evaluation
- Rethinking business process reengineering
- Small and medium sized enterprises in e-supply chain management

ISBN: 9781609601294; © 2011; 396 pp.

Print: US \$180.00 | Perpetual: US \$255.00 | Print + Perpetual: US \$360.00

**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.

**Te Fu Chen**, Ph.D., is an Assistant Professor in the Department of Business Administration at Lunghwa University of Science and Technology, Taiwan. He has taught in the Department of Information Management at Chang Jung Christian University. He has also taught in Department of International business at Ching Yun University and Cheng Shiu University, Taiwan. Dr Chen received his MBA degree in business and information management from MBA, Providence University Taiwan, in 1999, and PhD degree in management from the University of Western Sydney, Australia, in 2007. His research interests include business model innovation, knowledge-based innovation, knowledge management, e-commerce/e-business, CRM, SCM, international marketing and service innovation and management. Recently, he starts to research tourism and leisure management, cultural innovation, and creative industry. Dr Chen has published over hundred papers and books in international journals global publishers, such as *Edward Elgar* (EE) Publishing Ltd, IGI Global Publishing group in the UK and USA, *Journal of Global Commerce and Management*, *Tamsui Oxford Journal of Management Sciences* (International journal), *Journal of Knowledge Management and Practice* (Top 7 for KM in International journal), *International Journal of E-business Management* (EI), *International Journal of Central Asian Studies*, *Journal for SME Development*, *Journal of Entrepreneurship Research*, *Web Journal of Chinese Management Review* (International journal), and *International Journal of Information Technology and Management* (EI) etc. Currently, he is the book editor in IGI Global publishing group, USA, and IBIMA *Journal of Innovation Management in SMEs*, also, he has been the reviewer in *Journal of Internet Technology* (SCI-E), *International Journal of Electronic Business* (IJEB): a special issue for the quality papers presented in ICEB 2005, *International Journal of Technology Management* (SCI/SSCI) on the theme "Trade, Technology and Economic Development in China", reviewer and the member of Editor board, "Risk Assessment and Management in Pervasive Computing: Operational, Legal, Ethical, and Financial Perspectives", IGI Global, USA., International conference on e-business 2005, Hong Kong, International conference on e-business 2007, Taiwan, 20th Australasian Conference on Information Systems 2009, Monash University: Caulfield Campus, Melbourne, The 44th Hawaiian International Conference on System Sciences (HICSS-44), 2010, one of the most reputable and influential conferences in the field of system sciences.

## Section 1: Implementing New Business Models in For-Profit Organizations

### Chapter 1

*Emerging Business Models:*

Chen Te Fu (Lunghwa University of Science and Technology, Taiwan)

### Chapter 2

*Management 2.0:*

Levy Moria (Israeli Knowledge Management Forum, Israel)

### Chapter 3

*The CSFs Methodology and Modified DEA Approach to Construct a New Business Model to Evaluate Operational Performance of all International Tourist Hotels in Taiwan*

Ko Chieh-Heng (Chung Hua University, Taiwan)

### Chapter 4

*Knowledge Management Approach as Business Model:*

Mathew Viju (College of Applied Sciences Salalah (MOHE), Sultanate of Oman)

### Chapter 5

*Role of Small and Medium Sized Enterprises in E-Supply Chain Management:*

Zhao Fang (American University of Sharjah, UAE)

### Chapter 6

*Taiwan's Corporate Governance:*

Lin Hsiang-Yi (Ching Yun University, Taiwan)

Lin Li (Tamkang University, Taiwan)

## Section 2: Implementing New Business Models in Non-Profit Organizations

### Chapter 7

*Adopting Web 2.0 in English Writing Course:*

Hwang Yuan-Chu (National United University, Taiwan)

Chen Min-Ching (National Chiao Tung University, Taiwan)

### Chapter 8

*A Case Study of Integrated Innovation Model in the Cultural Innovation Industry in Taiwan*

Chen Te Fu (Lunghwa University of Science and Technology, Taiwan)

### Chapter 9

*An Innovative Business Model in NPOs:*

Chen Te Fu (Lunghwa University of Science and Technology, Taiwan)

## Section 3: Implementing New Business Models: Technology and Applications

### Chapter 10

*Rethinking Business Process Reengineering:*

Chen Yih-Chang (Chang Jung Christian University, Taiwan)

### Chapter 11

*Modeling Multi-Criteria Promotional Strategy Based on Fuzzy Goal Programming*

Mangaraj B.K. (Xavier Labour Relations Institute, India)

### Chapter 12

*Implementing an Electronic Infrastructure:*

Suomi Reima (University of Turku, Finland)

### Chapter 13

*Employee Attitudes towards Business-to-Employee (B2E) Portals Use:*

Rahim Md Mahbubur (Monash University, Australia)

Singh Mohini (RMIT University, Australia)

Quaddus Mohammad (Curtin University, Australia)

### Chapter 14

*Assessing Empirical Relations of Music Piracy Behaviors with Lifestyle and Internet Self-Efficacy of Taiwan's Web Users*

Hsu Ti (Chinese Culture University, Taiwan)

Wong Weng (Chinese Culture University, Taiwan)

Wang Chien-Chih (Chinese Culture University, Taiwan)

Li Yeen Ni (Chinese Culture University, Taiwan)

Li Pu Chuan (Chinese Culture University, Taiwan)

Tsai Min Chi (Chinese Culture University, Taiwan)

Tsai Yu Kai (Chinese Culture University, Taiwan)

Su Sheng Hong (Chinese Culture University, Taiwan)

### Chapter 15

*Validity and Reliability Evidence of a New Version of the Internet Self-Efficacy Scale*

Hsu Ti (Chinese Culture University, Taiwan)

Huang Liang Cheng (National Taiwan University, Taiwan)

## Order Your Copy Today!

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Country: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

☐ Enclosed is check payable to IGI Global in  
US Dollars, drawn on a US-based bank

☐ Credit Card ☐ Mastercard ☐ Visa ☐ Am. Express

3 or 4 Digit Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Account #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_