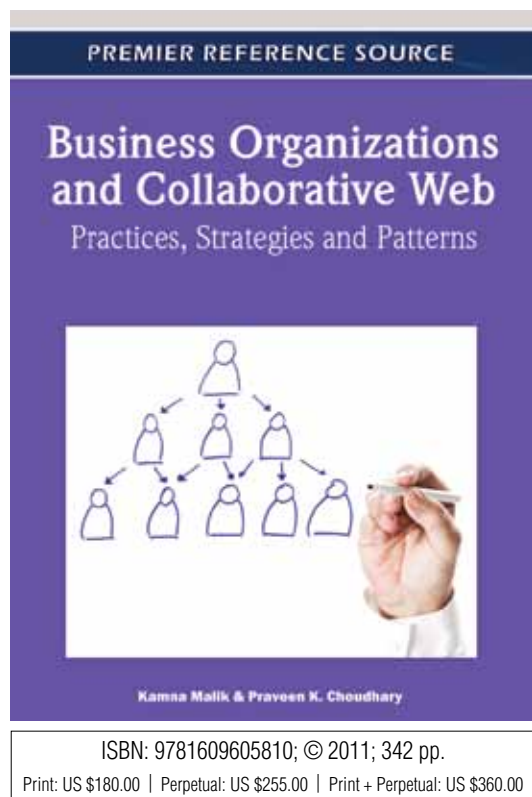


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## Business Organizations and Collaborative Web: Practices, Strategies and Patterns



Kamna Malik (U21Global, India) and  
Praveen Choudhary (HCL Technologies, India)

With the globalization of economies and growth of information and communication technologies (ICT), collaboration has become the key to survival. Just like individuals and mankind, business organizations also depend on collaboration for survival and growth. The concept of departments, committees, teams, etc., which are so fundamental to any organizational structure, all point to the importance of collaboration.

**Business Organizations and Collaborative Web: Practices, Strategies and Patterns** delves deeper into identifying specific business processes and their linkage with the collaborative Web, while understanding the related implications for individuals, organizations and society. This book identifies current practices and future possibilities of making the collaborative Web a tool for business. It also presents the opportunities and challenges confronting organizations in the light of such emerging trends and should prove to be a valuable asset to strategists, managers, academicians, researchers, and students in any area of business and management.

### Topics Covered:

- Applying Game Mechanisms to Idea Competitions
- Blending Real and Virtual Worlds
- Collaborative Applications in Business
- Collaborative Journalism
- Collaborative Virtual Business Events
- Collaborative Web for Natural Resources

### Industries

- Emerging Web Tools and Their Applications in Bioinformatics
- Organizational Aspects of Collaborative Web
- Virtual Worlds for Collaborative Meetings
- Web 2.0

**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.

**Kamna Malik** is currently an Associate Professor of Information Systems and Assistant Dean, Research at U21Global Graduate School, Singapore. Dr. Malik's work profile is a good mix of practice, teaching, research, and academic administration. She has a wide range of experience with leading business organizations and business schools in the region. She has been involved with management education for over 18 years and has conducted courses for many variants of management programs in face to face as well as pure online setting. Her teaching interests include strategic Information Systems, software design and quality, and e-business. Her research focus lies in enabling better use of information technology for improved business value. She has published books, edited books and research articles in the areas of Information Systems strategy, software quality, e-learning and collaborative Web. She is an active conference organizer and reviewer for peer reviewed journals.

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