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## Developing Technologies in E-Services, Self-Services, and Mobile Communication: New Concepts

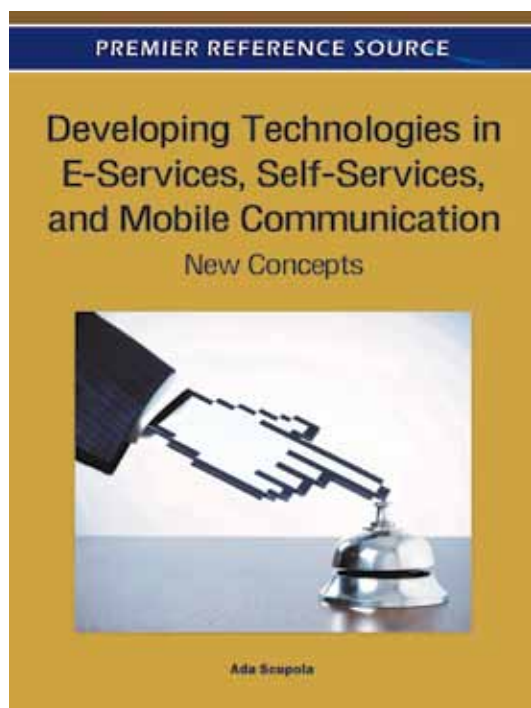
Ada Scupola (Roskilde University, Denmark)

Central to the study of e-services is the ability to evaluate critical success factors, which include quality, effectiveness, accessibility, and societal implications.

**Developing Technologies in E-Services, Self-Services, and Mobile Communication: New Concepts** presents perspectives on the management, delivery and consumption, and creation of new e-services technologies and tools. This book reviews specific e-services such as e-banking and e-health initiatives and offers new perspectives useful to industry professionals and academicians interested in the creation, application, and evaluation of a number of different mobile and electronic services.

### Topics Covered:

- E-Banking
- E-Recruiting and Retention Practices
- IT Service Management
- IT Support Services
- Location-Based Services
- Mobile Advertisements
- Online Product Presentation
- Self-Service Systems
- Strategic E-Services
- Telehealth Systems



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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.

**Ada Scupola** is an Associate Professor at the Department of Communication, Business and Information Technologies, Roskilde University, Denmark. She holds a Ph.D in business administration from Roskilde University, an MBA from the University of Maryland at College Park, USA, and a M.Sc. from the University of Bari, Italy. She is the editor-in-chief of the *International Journal of E-Services and Mobile Applications*. In the last years she has participated to a number of national and international projects often requiring close collaboration with industrial partners mostly focusing on user driven innovation in service industries, innovation and outsourcing in software services, the role of ICTs supply chain in facility services, and digitalization of services. Her research, counting circa 90 publications, has been widely published in several international journals, book chapters, and conference proceedings.

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