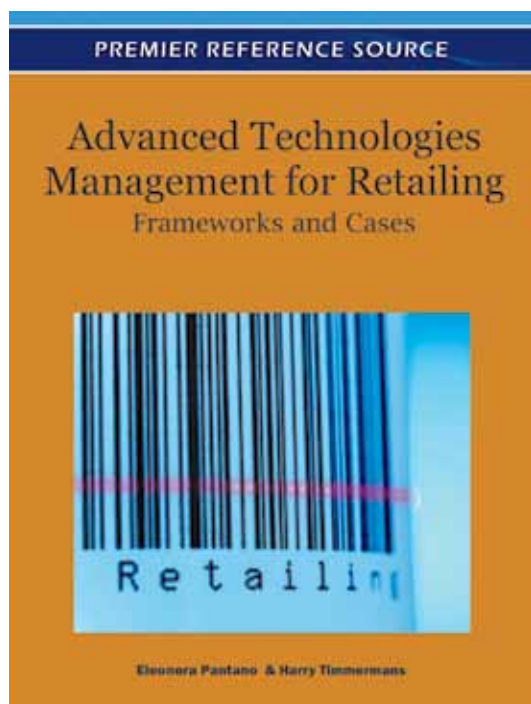


An Excellent Addition to Your Library!

Released: June 2011

Advanced Technologies Management for Retailing: Frameworks and Cases



Eleonora Pantano (University of Calabria, Italy) and Harry Timmermans (Eindhoven University of Technology, The Netherlands)

The application of advanced technologies to point of sale systems is a promising and relatively unexplored field of study, in particular when considering the introduction of digital content and technologies allowing consumers to interact with products in new ways. Many e-retailers already exploit the opportunities offered by interactive technologies, such as 3D virtual models, in order to enhance consumers shopping experience. Their use in stores, however, is still limited. The development and use of new shopping assistants for supporting and influencing consumers during their shopping experience plays a key role for both retailers and researchers.

Advanced Technologies Management for Retailing: Frameworks and Cases contributes to our understanding of applications of new technologies and their impact on the design and development of point of sale systems and on consumers' behavior. This volume covers a large range of topics that contribute to understanding consumers' behavior in new computer-aided retailing environments, and how this influences buying behavior while providing useful knowledge on the management of these new technologies and on the management of the digital contents as a reliable teaching resource for teachers and researchers.

Topics Covered:

- Changing In-Store Consumers' Services
- Consumers' Behavior in Ubiquitous Environments
- Consumers' Input Modeling
- Consumers' Knowledge Representation
- Content Managements for Ubiquitous Computing in Retailing
- Customized Digital Contents for Supporting Consumers' Decision Making
- Human-Computer Interaction and Multimodal Interaction
- New Interfaces for Consumers' Customized Communication
- New Systems for Consumers' Profiling
- Ubiquitous Environments for Retailing

ISBN: 9781609607388; © 2011; 408 pp.

Print: US \$195.00 | Perpetual: US \$295.00 | Print + Perpetual: US \$390.00

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.

Eleonora Pantano is a Post doc research fellow at University of Calabria (Italy). She holds a PhD in "Psychology of Programming and Artificial Intelligence." Her research interests are related to the applications of advanced technologies to retailing and tourism, with emphasis on the investigation of consumer behaviour in pervasive environments. She has been Assistant teacher of Integrated Marketing Communication, Engineering Faculty, University of Calabria; visiting lecturer at College of Business, University of Illinois (USA); visiting lecturer at Master in Business and Administration (MBA) Marketing Module at the Faculty of Economics & Business, University of Zagreb (HR). Furthermore, she is member of the Editorial Board of numerous international journals, guest editor of the special issue of *Journal of Retailing and Consumer Services on Applications of New Technologies to Retailing*, 17(3); and of *International Journal of Digital Content Technology* and its Applications on Digital contents management for improving consumers experience, 4(7). She was the Highly Commended Award winner of the 2008/2009 Emerald/EMRBI Business Research Award for Young Researchers.

Section 1: Advances in Technologies Management for Retailing

Chapter 1

Point-of-Sale Technologies at Retail Stores:

Clodfelter Richard (University of South Carolina, USA)

Chapter 2

The Evolution Tornado Retail

Hallier Bernd (EHI Retail Institute, Germany)

Chapter 3

Modeling Shopper Responses to Retail Digital Signage

Dennis Charles (Brunel University, UK)

Newman Andrew (University of Salford, UK)

Michon Richard (Ryerson University, Canada)

Brakus J. Josko (Brunel University, UK)

Wright Len Tiu (De Montfort University, UK)

Chapter 4

The design of an advanced Virtual Shopping Assistant for improving Consumer Experience

Corvello Vincenzo (University of Calabria, Italy)

Pantano Eleonora (University of Calabria, Italy)

Tavernise Assunta (University of Calabria, Italy)

Chapter 5

Information and Communication Technologies in Marketing Channels:

Saura Irene Gil (University of Valencia, Spain)

Deltoro Marta Frasquet (University of Valencia, Spain)

Molina Maria Eugenia Ruiz (University of Valencia, Spain)

Chapter 6

International Fashion Retailing from an Enterprise Architecture Perspective

Tambo Torben (Aarhus University – Institute of Business and Technology, Denmark)

Section 2: Digital Contents Management for Technology-Based Retailing

Chapter 7

Frameworks for a Consumer's Group Knowledge Representation

Franco Massimo (University of Molise, Italy)

Di Virgilio Francesca (University of Molise, Italy)

Di Pietro Loredana (University of Molise, Italy)

Camillo Angelo (Woodbury University, USA)

Chapter 8

Internet Management for Communication-Distribution Interaction as a Means to Maximize

Customer Consumption Experience:

Cacia Claudia (University of Salerno, Italy)

Aiello Lucia (Università Mercatorum, Italy)

Singer Pierpaolo (University of Salerno, Italy)

Ferri Antonella (Università Mercatorum, Italy)

Chapter 9

Customer Intelligence as the Powerful Means for Turning Information into Profit

Renko Sanda (Faculty of Economics & Business, Croatia)

Chapter 10

Give to Get:

Premazzi Katia (Bocconi University and SDA Bocconi, Italy)

Grosso Monica (Bocconi University and SDA Bocconi, Italy)

Castaldo Sandro (Bocconi University and SDA Bocconi, Italy)

Chapter 11

You Never Get a Second Chance to Make a First Impression:

Bargas-Avila Javier A. (University of Basel, Switzerland)

Roth Sandra P. (University of Basel, Switzerland)

Tuch Alexandre N. (University of Basel, Switzerland)

Opwis Klaus (University of Basel, Switzerland)

Section 3: Impact of Advanced Technologies on Consumer Behaviour

Chapter 12

Recommendations to Buy in Online Retailing and Their Acceptance

Baier Daniel (Cottbus, Germany)

Stüber Eva (Cottbus, Germany)

Chapter 13

From User Cognition to User Interaction Modalities in Consumer Behaviour

Davies Barry (University of Gloucestershire, UK)

Bilotta Eleonora (University of Calabria, Italy)

Hapeshi Kevin (University of Gloucestershire, UK)

Salvia Emanuela (University of Calabria, Italy)

Servidio Rocco (University of Calabria, Italy)

Chapter 14

Mobile Purchase Decision Support Systems for In-Store Shopping Environments

Kowatsch Tobias (University of St. Gallen, Switzerland)

Maass Wolfgang (University of St. Gallen, Switzerland & Hochschule

Furtwangen University, Germany)

Chapter 15

Customer Acceptance of a New Interactive Information Terminal in Grocery Retailing:

Zielke Stephan (Georg-August-Universität Göttingen, Germany)

Toporowski Waldemar (Georg-August-Universität Göttingen, Germany)

Kniza Björn (Georg-August-Universität Göttingen, Germany)

Chapter 16

Factors Affecting WiFi Use Intention:

Ktoridou Despo (University of Nicosia, Cyprus)

Kaufmann Hans-Ruediger (University of Nicosia, Cyprus)

Liassides Christos (Columbia Management, Cyprus)

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: _____