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Mobile Technology Consumption: Opportunities and Challenges

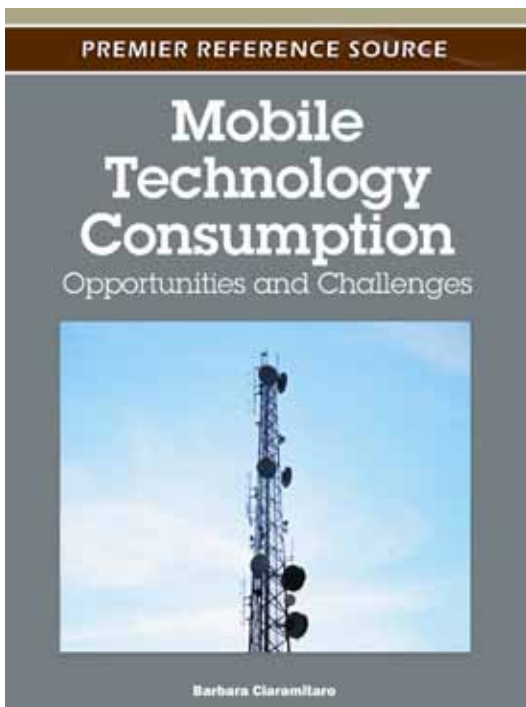
Barbara L. Ciaramitaro (Ferris State University, USA)

Whether used for communication, entertainment, socio-economic growth, crowd-sourcing social and political events, monitoring vital signs in patients, helping to drive vehicles, or delivering education, mobile technology has been transformed from a mode to a medium.

Mobile Technology Consumption: Opportunities and Challenges explores essential questions related to the cost, benefit, individual and social impact, and security risks associated with the rapid consumption of mobile technology. This book presents the current state of mobile technologies and their use in various domains including education, healthcare, government, entertainment, and emerging economic sectors.

Topics Covered:

- eMaintenance
- Impact of Mobility on Social and Political Movement
- Mobile Augmented Reality
- Mobile Education
- Mobile Government
- Mobile Healthcare
- Mobile Marketing
- Mobile Security
- Next Generation Multimedia on Mobile Devices
- Use of Embedded Mobile, RFID, and Augmented Reality



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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.

Barbara L. Ciaramitaro is an Assistant Professor with the College of Business at Ferris State University in Big Rapids, Michigan, where she teaches graduate and undergraduate courses on a variety of topics including information security, business intelligence, social media and virtual worlds, and project management. Dr. Ciaramitaro entered the academic world after 30 years of experience in business, including 10 years as an Executive with General Motors. Dr. Ciaramitaro holds a Ph.D. from Nova Southeastern University in Information Systems with a graduate certificate in Information Security, a M.S. from Central Michigan University in Software Engineering Administration, and a B.A. in Psychology from Wayne State University. She is currently working on earning her MBA degree from Ferris State University. Dr. Ciaramitaro has earned several professional certifications including the CISSP (Certified Information System Security Professional), CSSLP (Certified Software System Lifecycle Professional), and PMP (Project Management Professional). Dr. Ciaramitaro is a frequent speaker and author on topics including social media, virtual worlds, security, and privacy. She edited the book and authored chapters in *Virtual Worlds and E-Commerce: Technologies and Applications for Building Customer Relationships*, published by IGI Global in August 2010. She is an active member of several professional organizations, including the Association of Virtual Worlds, Project Management Institute, ISACA, ISC2 and IEEE.



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