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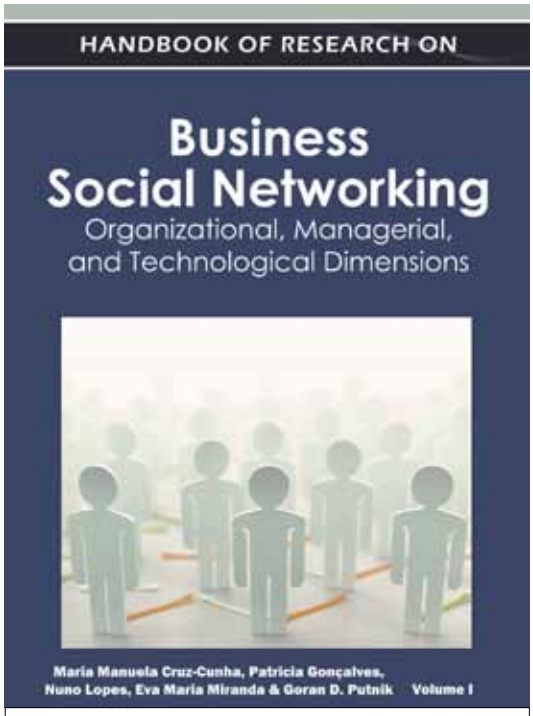
Handbook of Research on Business Social Networking: Organizational, Managerial, and Technological Dimensions



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Given the widespread, frequent use of social networks as a means for people to communicate and share their interests, it comes as no surprise that they have become an important tool for businesses and business networking.

The Handbook of Research on Business Social Networking: Organizational, Managerial, and Technological Dimensions investigates the beginning of social networks and provides perspectives on how they can enhance business. This two-volume reference discusses the main issues, challenges, opportunities, and trends related to the range of new developments and applications in business social networking. Social networks and their integration in businesses are be addressed using technological, organizational, managerial, and social perspectives with the aim of disseminating current developments, case studies, new integrated approaches, and practical solutions and applications.

Topics Covered:

- Corporate Strategy and Business Networks
- Knowledge Management and Organizational Learning
- Multi-Agent Systems
- Scientific Social Networking
- Social Network and Online Marketing
- Social Networks and Computer Mediated Communication
- Social Networks in Management
- Socially Networked Knowledge Workers
- Virtual Enterprising
- Web 2.0 for Collaborative Product Development

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.

Maria Manuela Cruz-Cunha is currently an Associate Professor in the School of Technology at the Polytechnic Institute of Cavado and Ave, Portugal. She holds a Dipl. Eng. in the field of Systems and Informatics Engineering, an M.Sci. in the field of Computer Integrated Manufacturing, and a Dr.Sci in the field of Production Systems Engineering. She teaches subjects related with Information Systems, Information Technologies and Organizational Models to undergraduate and post-graduate studies. She supervises several PhD projects in the domain of Virtual Enterprises and Information Systems and Technologies. She regularly publishes in international peer-reviewed journals and participates on international scientific conferences. She serves as a member of Editorial Board and Associate Editor for several International Journals and for several Scientific Committees of International Conferences. She has authored and edited several books and her work appears in more than 100 papers published in journals, book chapters, and conference proceedings. She is the co-founder and co-chair of several international conferences: CENTERIS – Conference on ENTERprise Information Systems, ViNOrg - International Conference on Virtual and Networked Organizations: Emergent Technologies and Tools and SeGAH – IEEE International Conference on Serious Games and Applications for Health.

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