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Transformations in E-Business Technologies and Commerce: Emerging Impacts

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Transformations in E-Business Technologies and Commerce Emerging Impacts



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In Lee (Western Illinois University, USA)

As e-business grows around the world, there is an increased need for resources that assist in the understanding of the key aspects and implications related to these technologies. The research that is being done now will be the cornerstone of not only e-business, but business in general for years to come.

Transformations in E-Business Technologies and Commerce: Emerging Impacts is both a snapshot of ebusiness as it is today and a window into the many developments already underway. In some cases, it is a forecast of areas yet to be developed. This book will serve as an integrated e-business knowledge base for those who are interested in the advancement of e-business theory and practice through a variety of research methods including theoretical, experimental, case, and survey research methods.

Topics Covered:

- Content Intermediaries
- E-Marketing
- Integrated Services
- Mobile Commerce
- Shared Web 2.0 Services

- Social Networking Sites
- Trust, Security, and Privacy
- Virtual Organization
- Virtual Worlds
- 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.

In Lee is a professor in the School of Computer Sciences at the College of Business and Technology at Western Illinois University in the US. He is a two-time winner of the Research Excellence Award in the College of Business and Technology at WIU. He is the founding Editor-in-Chief of the International Journal of E-Business Research. He has published his research in such journals as Communications of the ACM, IEEE Transactions on Systems, Man and Cybernetics, IEEE Transactions on Engineering Management, International Journal of Production Research, Decision Support Systems, Computers and Operations Research, International Journal of Production Economics, Business Horizons, Knowledge and Process Management, Journal of Small Business Management, Management Decision, Computers and Education, International Small Business Journal, Computers in Human Bebavior, Business Process Management Journal, Computers and Industrial Engineering and others. Prior to his academic career, he worked for a number of multinational corporations. He has also served as a consultant for various government agencies and private organizations. His current research interests include web technology development and management, investment strategies for computing technologies and mobile services. He received his PhD in Business Administration from the University of Illinois at Urbana-Champaign.



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