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Electronic Payment Systems for Competitive Advantage in E-Commerce



Part of the Advances in E-Business Research Book Series

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Recent innovations in the field of information technology and communications are radically changing the way international organizations conduct business. In this competitive environment, having the necessary tools to streamline business transactions and secure digital payments is crucial to business success.

Electronic Payment Systems for Competitive Advantage in E-Commerce provides relevant theoretical frameworks and the latest empirical findings on electronic payment systems in the digital marketplace. Focusing on the importance of e-commerce in business development, including the advantages and disadvantages of e-payments, this book is an essential resource for business professionals who want to improve their understanding of the strategic role of e-commerce in all dimensions, as well as for both researchers and students.

Topics Covered:

- M-Commerce
- E-Payments
- Mobile Payments
- Online Payment Systems
- Secure Payment Systems
- Security in E-Commerce
- Security Protocols
- Social Commerce

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Francisco Liébana-Cabanillas is an Assistant Professor in the Department of Marketing and Market Research at the University of Granada (Spain) since 2000 and holds a Ph.D. in Business Sciences at this university. He has a degree in Business and Administration Science and a Master in Marketing and Consumer Behavior, from the University of Granada. His main area of research and interest is the effectiveness of the mobile and online banking, Internet consumer behavior and e-banking acceptance; the results of which are reflected in various papers (Expert Systems With Applications, Service Industries Journal, Industrial Management & Data Systems, Global Business Perspectives, International Journal of Management Science and Information Technology, Harvard Deusto Business Research, Papeles de Economía Española, etc) which have been presented at the European Marketing Academy (EMAC), Asociación Española de Marketing Académico y Profesional (AEMARK), International Network of Business and Management (INBAM), International Symposium on Management Intelligent Systems (ISMIS), Jornadas Hispanolusas de Gestión, etc., book (Pearson) and chapters in different multidisciplinary books (IGI Global, Springer, etc). He is currently working on different research projects in Internet social networks, mobile payment, social commerce, Internet and effectiveness, multi-objective optimization and new technologies acceptance.



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