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Strategic Adoption of Technological Innovations



Caroline Howard (HC Consulting, USA)

Strategic Adoption of Technological Innovations brings together research from practitioners on the development, use, and importance of information technology in order to achieve organizational performance. This comprehensive collection is useful for academicians, scholars, researchers and other industry professionals to provide an understanding of strategy and use of information systems in organizations and entities.

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- Data Mining and Value Creation
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- Information Systems
- Knowledge Management Strategies
- Web Strategy

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Caroline Howard (PhD) is an author, editor, consultant, and educator. She is an independent academic. Prior to becoming online faculty, she was on the faculty of Emory University's Goizueta Business School and the University of Colorado at Colorado Springs. Caroline holds an MBA from The Wharton School, University of Pennsylvania and a PhD in management information systems from the University of California - Irvine where she received honors for her teaching and research. She has published a number of articles on technology and learning. Her books include the first and 2nd editions of the *Encyclopedia of Distance Learning* (2005 and 2009), *Winning the Net Game: Becoming Profitable Now that the Web Rules have Changed* (Entrepreneur Press, 2002), *The Design and Management of Effective Distance Learning Programs* (2002), and *Distance Learning and University Effectiveness: Changing Educational Paradigms for Online Learning* (2005).



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Chapter 1

Redefining the Information Technology in the 21st Century

Xing Ruben (Montclair State University, USA)

Wang Zhongxian (Montclair State University, USA)

Peterson Richard (Montclair State University, USA)

Chapter 2

Strategic Market and Customer Driven IS/IT Planning Model

Shawyun Teay (King Saud University, Saudi Arabia)

Chapter 3

The Duality of Information Technology Roles:

Hunter M. Gordon (The University of Lethbridge, Canada)

Chapter 4

A Systematic Approach to Evaluating Open Source Software

Ahmad Norita (American University of Sharjah, UAE)

Laplante Phillip A. (The Pennsylvania State University, Great Valley, USA)

Chapter 5

Social Media Intelligence in the Exploration of National Cultural Dimensions for Online Social Communities

Dill Sharon F. (Colorado Technical University, USA)

Calongne Cynthia (Colorado Technical University, USA)

Howard Caroline (HC Consultants, USA)

Beazley Debra (Beazley Healthcare & Management Consulting, USA)

Chapter 6

Citizen Journalism:

Aborisade Olubunmi P. (The College of New Rochelle, USA)

Howard Caroline (HC Consulting, USA)

Beasley Debra (Consultant, USA)

Livingood Richard (Capella University, USA)

Chapter 7

Capability Development of Customers:

Sharma Vinay (Indian Institute of Technology, India)

Madan Pankaj (Gurukul Kangri University, India)

Seth Piyush (Sahara Arts and Management Academy, India)

Chapter 8

Critical Analysis of Expansion Strategies of SAP, IBM, Oracle and Microsoft in the area of Business Intelligence

Singh N. P. (Management Development Institute, India)

Nayeem M Mohammad Jaffer (JDA Software, India)

Chapter 9

Representation Type Preferences in Operational Business Process Redesign:

Kock Ned (Texas A&M International University, USA)

Chapter 10

Studies on Utilizing the Three Famous International Index Systems to Evaluate Scientific Research Level of Higher Learning Institutions

Liu Xun (Beijing University of Technology, China)

Huang Changyu (Beijing University of Technology and Chinese Academy of Sciences, China)

Qian Wei-Liang (Beijing University of Technology, China)

Huang Yong-Chang (Beijing University of Technology, Chinese Academy of Sciences, and CCAST, China)

Chapter 11

Creativity Enhancement:

McNair Monty (Lockheed Martin, USA)

Howard Caroline (HC Consulting, USA)

Guzman Indira (Trident University International, USA)

Watkin Paul (Trident University International, USA)

Chapter 12

Information Technology Capability, Knowledge Assets and Firm Innovation:

Datta Avimanyu (Illinois State University, USA)

Chapter 13

Finding the Role of Time Lags in Radio Frequency Identification Investment

Lee Cheon-Pyo (Frank) (Fairmont State University, USA)

Eun Hee-Kwan (Namsoul University, South Korea)

Chapter 14

Service Quality Dimensions Within Technology-Based Banking Services

Alkibsi Sharaf (Lebanese International University, Yemen)

Lind Mary (Trident International, USA)

Chapter 15

Impact of Prior Usage Experience on the Intention to Adopt 3G Mobile Service for the Youth in Hong Kong

Ho Kevin K. W. (University of Guam, USA)

Chapter 16

Use of Technology in the Household:

Jackson Barcus (School District of University City, USA)

Howard Caroline (HC Consulting, USA)

Laplante Phillip (Penn State University, USA)

Chapter 17

Process and Structural Implications for IT-Enabled Outsourcing

Drnevich Paul L. (University of Alabama, USA)

Brush Thomas H. (Purdue University, USA)

Luckock Gregory T. (Raytheon Professional Services LLC, USA)

Chapter 18

A Proposed Architecture for Autonomous Mobile Agent Intrusion Prevention and Malware Defense in Heterogeneous Networks

Seale Robert O. (Colorado Technical University, USA)

Hargiss Kathleen M. (Colorado Technical University, USA)

Chapter 19

A Nearly One-to-One Method to Convert Analog Signals into a Small Volume of Data:

Ciulin Dan (E-I-A Lausanne, Switzerland)

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