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Electronic Commerce: A Managerial Perspective 2006, 4/E

Pearson Education India

Electronic Commerce 2018

A Managerial and Social Networks Perspective

Springer **This new Edition of Electronic Commerce is a complete update of the leading graduate level/advanced undergraduate level textbook on the subject. Electronic commerce (EC) describes the manner in which transactions**

take place over electronic networks, mostly the Internet. It is the process of electronically buying and selling goods, services, and information. Certain EC applications, such as buying and selling stocks and airline tickets online, are reaching maturity, some even exceeding non-Internet trades. However, EC is not just about buying and selling; it also is about electronically communicating, collaborating, and discovering information. It is about e-learning, e-government, social networks, and much more. EC is having an impact on a significant portion of the world, affecting businesses, professions, trade, and of course, people. The most important developments in EC since 2014 are the continuous phenomenal growth of social networks, especially Facebook, LinkedIn and Instagram, and the trend toward conducting EC with mobile devices. Other major developments are the expansion of EC globally, especially in China where you can find the world's largest EC company. Much attention is lately being given to smart commerce and the use of AI-based analytics and big data to enhance the field. Finally, some emerging EC business models are changing industries (e.g., the shared economy models of Uber and Airbnb). The 2018 (9th) edition, brings forth the latest trends in e-commerce, including smart commerce, social commerce, social collaboration, shared economy, innovations, and mobility.

Introduction to Electronic Commerce and Social Commerce

Springer This is a complete update of the best-selling undergraduate textbook on Electronic Commerce (EC). New to this 4th Edition is the addition of material on Social Commerce (two chapters); a new tutorial on the major EC support technologies, including cloud computing, RFID, and EDI; ten new learning outcomes; and video exercises added to most chapters. Wherever appropriate, material on Social Commerce has been added to existing chapters. Supplementary material includes an Instructor's Manual; Test Bank questions for each chapter; Powerpoint Lecture Notes; and a Companion Website that includes EC support technologies as well as online files. The book is organized into 12 chapters grouped into 6 parts. Part 1 is an Introduction to E-Commerce and E-Marketplaces. Part 2 focuses on EC Applications, while Part 3 looks at Emerging EC Platforms, with two new chapters on Social Commerce and Enterprise Social Networks. Part 4 examines EC Support Services, and Part 5 looks at E-Commerce Strategy and Implementation. Part 6 is a collection of online tutorials on Launching Online Businesses and EC Projects, with tutorials focusing on e-CRM; EC Technology; Business Intelligence, including Data-, Text-, and Web Mining; E-Collaboration; and Competition

in Cyberspace. the following tutorials are not related to any specific chapter. they cover the essentials of ec technologies and provide a guide relevant resources. p

Electronic Commerce 2002

A Managerial Perspective

Electronic commerce is defined as the process of buying and selling goods, services and information through networks. This book focuses on applications, the technological infrastructure and other support mechanisms for the best industrial practice.

SMART Supply Network

Springer This book describes approaches, opinions, and concepts for new and emerging solutions and technologies that could be successfully applied in the configuration, optimization and management of supply networks in the highly volatile environment of today's global economy. It features numerous case studies and quantitative research from different sectors and different countries. The authors, which include academics and managers alike, present tips on technical, organizational, financial and social aspects of implementing the new SMART solution. Dynamic and changing market conditions have made it necessary for companies to act in networks to maintain their competitive position. Accordingly, they have to adapt their own actions to those of other market players, which requires a SMART attitude: today's supply networks need to be Sustainable, Modern, Adaptive, Robust and innovative Technology-oriented. For example, this concerns making decisions about the extent to which a business model should be green or lean. In turn, these decisions impact logistics, IT, environmental issues and co-operation between suppliers, customers, competitors, and complementors.

The China Information Technology Handbook

Springer Science & Business Media **This handbook is a reference for those interested in information technologies and emerging management practices in China. The emphasis on information technologies and management provides a unique proposition and gives characteristics of flexibility and adoption to diverse audiences. The subject area is a combination of global information technology and management along with strategic management of IT. The handbook exploits state-of-the-art and emerging trends in theory and technology. This handbook is primarily designed for a professional and academic audience.**

Encyclopedia of Information Science and Technology, Third Edition

IGI Global **"This 10-volume compilation of authoritative, research-based articles contributed by thousands of researchers and experts from all over the world emphasized modern issues and the presentation of potential opportunities, prospective solutions, and future directions in the field of information science and technology"--**
Provided by publisher.

Social Commerce

Marketing, Technology and Management

Springer **This is a multidisciplinary textbook on social commerce by leading authors of e-commerce and e-marketing textbooks, with contributions by several industry experts. It is effectively the first true textbook on this topic and can be used in one of the following ways: Textbook for a standalone elective course at the undergraduate or graduate levels (including MBA and executive MBA programs) Supplementary text in marketing, management or Information Systems disciplines Training courses in industry Support resources for researchers and practitioners in the fields of**

marketing, management and information management The book examines the latest trends in e-commerce, including social businesses, social networking, social collaboration, innovations and mobility. Individual chapters cover tools and platforms for social commerce; supporting theories and concepts; marketing communications; customer engagement and metrics; social shopping; social customer service and CRM contents; the social enterprise; innovative applications; strategy and performance management; and implementing social commerce systems. Each chapter also includes a real-world example as an opening case; application cases and examples; exhibits; a chapter summary; review questions and end-of-chapter exercises. The book also includes a glossary and key terms, as well as supplementary materials that include PowerPoint lecture notes, an Instructor's Manual, a test bank and five online tutorials.

Global Diffusion and Adoption of Technologies for Knowledge and Information Sharing

IGI Global "This book provides diverse insights from researchers and practitioners around the world to offer their knowledge on the comparisons of international enterprises, to managers and practitioners to improve business practices and keep an open dialogue about global information management"--Provided by publisher.

Online Communities and Social Computing

4th International Conference, OCSC 2011, Held as Part of HCI International 2011, Orlando, FL, USA, July 9-14, 2011. Proceedings

Springer This book constitutes the refereed proceedings of the 4th International Conference on Online Communities and Social Computing, OCSC 2011, held in Orlando, FL, USA in July 2011 in the framework of the 14th International

Conference on Human-Computer Interaction, HCII 2011 with 10 other thematically similar conferences. The 77 revised papers presented were carefully reviewed and selected from numerous submissions. The papers accepted for presentation thoroughly cover the thematic area of online communities and social computing, addressing the following major topics: on-line communities and intelligent agents in education and research; blogs, Wikis and Twitters; social computing in business and the enterprise; social computing in everyday life; information management in social computing.

Innovative Technologies for Information Resources Management

IGI Global As information resource management becomes increasingly dependent on emerging technologies to combat its challenges and decipher its effective strategies, the demand builds for a critical mass of research in this area. **Innovative Technologies for Information Resource Management** brings together compelling content related to the continually emerging technologies in areas of information systems such as Web services, electronic commerce, distance learning, healthcare, business process management, and software development. Focusing on the implications innovative technologies have on the managerial and organizational aspects of information resource management, this book provides academicians and practitioners with a requisite and enlightening reference source.

Encyclopedia of E-Commerce, E-Government, and Mobile Commerce

IGI Global [Administration (référence électronique)].

E-Business Managerial Aspects, Solutions and Case Studies

IGI Global "This book provides a discussion of the managerial aspects, solutions and case studies related to e-business, disseminating current achievements and practical solutions and applications"--Provided by publisher.

Model Rules of Professional Conduct

American Bar Association **The Model Rules of Professional Conduct** provides an up-to-date resource for information on legal ethics. Federal, state and local courts in all jurisdictions look to the Rules for guidance in solving lawyer malpractice cases, disciplinary actions, disqualification issues, sanctions questions and much more. In this volume, black-letter Rules of Professional Conduct are followed by numbered Comments that explain each Rule's purpose and provide suggestions for its practical application. The Rules will help you identify proper conduct in a variety of given situations, review those instances where discretionary action is possible, and define the nature of the relationship between you and your clients, colleagues and the courts.

Introduction to e-Business

Routledge **An Introduction to e-Business** provides the contemporary knowledge of the key issues affecting the modern e-business environment and links theory and practice of management strategies relating to e-business. This book brings together the most cogent themes for an introduction to e-business and constitutes a valuable contribution to formalising common themes for teaching the subject in higher education. It brings together theoretical perspectives based on academic research and the application of e-business strategies. These concepts are further explored in the six case studies that follow the set chapters. This new textbook integrates the main themes to provide a complete picture of the key elements relevant to an introductory text in e-business. To fully appreciate the e-business environment it is necessary to understand the links between the different disciplines that come together to form

Advances in Business, Management and Entrepreneurship

Proceedings of the 4th Global Conference on Business Management & Entrepreneurship (GC-BME 4), 8 August 2019, Bandung, Indonesia

CRC Press **The GCBME Book Series** aims to promote the quality and methodical reach of the Global Conference on Business Management & Entrepreneurship, which is intended as a high-quality scientific contribution to the science of business management and entrepreneurship. The Contributions are expected to be the main reference articles on the topic of each book and have been subject to a strict peer review process conducted by experts in the fields. The conference provided opportunities for the delegates to exchange new ideas and implementation of experiences, to establish business or research connections and to find Global Partners for future collaboration. The conference and resulting volume in the book series is expected to be held and appear annually. The year 2019 theme of book and conference is "Transforming Sustainable Business In The Era Of Society 5.0". The ultimate goal of GCBME is to provide a medium forum for educators, researchers, scholars, managers, graduate students and professional business persons from the diverse cultural backgrounds, to present and discuss their research, knowledge and innovation within the fields of business, management and entrepreneurship. The GCBME conferences cover major thematic groups, yet opens to other relevant topics: Organizational Behavior, Innovation, Marketing Management, Financial Management and Accounting, Strategic Management, Entrepreneurship and Green Business.

Informatics and Management Science VI

Springer Science & Business Media **The International Conference on Informatics and Management Science (IMS) 2012 will be held on November 16-19, 2012, in Chongqing, China, which is organized by Chongqing Normal University, Chongqing University, Shanghai Jiao Tong University, Nanyang Technological University, University of Michigan, Chongqing University of Arts and Sciences, and sponsored by National Natural Science Foundation of China (NSFC). The objective of IMS 2012 is to facilitate an exchange of information on best practices for the latest research advances in a range of areas. Informatics and Management Science contains over 600 contributions to suggest and inspire solutions and methods drawing from multiple disciplines including: · Computer Science · Communications and Electrical Engineering · Management Science · Service Science · Business Intelligence**

Introduction to E-commerce

Pearson College Division **Offering both real-world and theoretical perspectives, this book features exceptionally comprehensive yet manageable coverage of a broad spectrum of E-commerce essentials from a global point of view. Extremely user-friendly and practical, it features vignettes, application cases, and real-world cases in each chapter. Market Mechanisms. Products and Services. Market Research and Advertisement. Company-Centric. Exchanges and Collaboration. E-Government, B2E. M-Commerce. Infrastructure and Application Developments. Privacy, Legal and Security. Payments and Order Fulfillment. Strategy, Going global, and Internet Communities. For anyone interested in e-commerce. Ideal for busy**

Electronic Government: Concepts, Methodologies, Tools, and Applications

Concepts, Methodologies, Tools, and Applications

IGI Global Provides research on e-government and its implications within the global context. Covers topics such as digital government, electronic justice, government-to-government, information policy, and cyber-infrastructure research and methodologies.

Trust, Organizations and the Digital Economy

Theory and Practice

Routledge Trust is a pervasive catalyst of human and business relationships that has inspired interest in researchers and practitioners alike. It has been shown to enhance engagement, communication, organizational performance, and online activities. Despite its role to cultivate cooperation, knowledge-sharing, and innovation, trust through digital means or even trust in digital media has presented new opportunities and challenges in society. Examples include a wider and faster dissemination of trust-influencing messages, and richer options of digital cues that engage, disrupt, or even transform how trust is formulated. Despite that, trust helps people to live through risky and uncertain situations, and the many capabilities enabled on the digital platforms have made the formation and sustaining of trust very different compared to traditional means. Trust in today's digital environment plays an important role and is intertwined with concepts including reliability, quality, and privacy. This book aims to bring together the theory and practice of trust in the new digital era and will present theoretical and practical foundations. Trust is not given; we must work to build it, but it is a very fragile and intangible asset once built. It is easy to destroy and challenging to rebuild. Researchers, academics, and students in the fields of management, responsibility, and business ethics will gain knowledge on trust and related concepts, learn about the theoretical underpinnings of trust and how it sustains itself through digital dissemination, and explore empirically validated practice regarding trust and its related concepts.

Effective Web Presence Solutions for Small Businesses: Strategies for Successful Implementation Strategies for Successful Implementation

IGI Global "This book provides small businesses with a holistic approach to implementing their Web presence"--Provided by publisher.

E-Collaboration: Concepts, Methodologies, Tools, and Applications

Concepts, Methodologies, Tools, and Applications

IGI Global "This set addresses a range of e-collaboration topics through advanced research chapters authored by an international partnership of field experts"--Provided by publisher.

E-Business Models, Services and Communications

IGI Global **With the rapid advancement in information technologies, e-business is rapidly growing in significance and is having a direct impact upon business applications and technologies. E-Business Models, Services and Communications provides researchers and practitioners with valuable information on recent advances and developments in emerging e-business models and technologies. This book covers a variety of topics such as e-business models, telecommunication network utilization, online consumer behavior, electronic communication adoption and service provider strategies, and privacy policies and implementation issues.**

BUSINESS PROCESS

PHI Learning Pvt. Ltd. This textbook provides complete coverage of the subject. Starting with a detailed description of organisational structure, relationships and culture, the text proceeds to discuss the topics such as nature of power in organisation, leadership, organisational change and organisational environment. An elaborate account of business process reengineering with respect to methodology, planning, and its relationship with IT industry is given. Finally, the text describes e-business process and knowledge management in detail. The text is profusely illustrated with numerous flow charts and diagrams. Review questions are included at the end of every chapter to help students check their understanding of the subject. This textbook is primarily designed for the students of MCA for a course in business process. It will be also useful to the students of MBA and BCA.

Marketing and Consumer Behavior: Concepts, Methodologies, Tools, and Applications

Concepts, Methodologies, Tools, and Applications

IGI Global As marketing professionals look for ever more effective ways to promote their goods and services to customers, a thorough understanding of customer needs and the ability to predict a target audience's reaction to advertising campaigns is essential. **Marketing and Consumer Behavior: Concepts, Methodologies, Tools, and Applications** explores cutting-edge advancements in marketing strategies as well as the development and design considerations integral to the successful analysis of consumer trends. Including both in-depth case studies and theoretical discussions, this comprehensive four-volume reference is a necessary resource for business leaders and marketing managers, students and educators, and advertisers looking to expand the reach of their target market.

Manager's Guide to Making Decisions about Information Systems

John Wiley & Sons Incorporated **The sign of a smart IS decision... The sign of a smart decision about information systems isn't based on technical details alone; it's based on how well that decision contributes to the overall success of the business. If you want to make your firm's investment in IS really pay off, you need to approach IS from a truly managerial perspective. Now with Paul Gray's Manager's Guide to Making Decisions About IS, you'll learn how IS can help the organization as a whole, and how to make key decisions on whether to undertake, upgrade, or decommission large software systems. You'll also learn about the capabilities of IS, such as the many uses of a data warehouse and using IS to gain competitive intelligence. See the big picture. The Manager's Guide to Making Decisions About IS first focuses on big picture issues, such as hardware, software, and the Internet; strategic uses of IS; aligning IS with the business; types of applications; and inter-organizational systems. Make decisions on big-ticket applications. Gray then provides you with essential knowledge that will help you make informed decisions on big-ticket applications, including electronic commerce, enterprise requirements planning (ERP), customer relationship management (CRM), data warehousing, knowledge management, and business intelligence. Explore current IS issues. Finally, the Manager's Guide to Making Decisions About IS examines the IS issues that managers are currently facing in today's business, including outsourcing, systems integration, supply chain, people issues, mergers and acquisitions, infrastructure, and privacy, security, and ethics. Armed with this knowledge, you'll have the confidence and understanding you need to sign-off on IS decisions that will have a valuable impact on your organization.**

Selected Readings on Information Technology and Business Systems Management

IGI Global "This book presents quality articles focused on key issues concerning technology in business"--Provided by publisher.

European Journal of Tourism Research

Volume 10, Year: 2015

Varna University of Management **The European Journal of Tourism Research is an interdisciplinary scientific journal in the field of tourism, published by Varna University of Management, Bulgaria. Its aim is to provide a platform for discussion of theoretical and empirical problems in tourism. Publications from all fields, connected with tourism such as management, marketing, sociology, psychology, geography, political sciences, mathematics, statistics, anthropology, culture, information technologies and others are invited. The journal is open to all researchers. Young researchers and authors from Central and Eastern Europe are encouraged to submit their contributions. Regular Articles in the European Journal of Tourism Research should normally be between 4 000 and 20 000 words. Major research articles of between 10 000 and 20 000 are highly welcome. Longer or shorter papers will also be considered. The journal publishes also Research Notes of 1 500 - 2 000 words. Submitted papers must combine theoretical concepts with practical applications or empirical testing. The European Journal of Tourism Research includes also the following sections: Book Reviews, announcements for Conferences and Seminars, abstracts of successfully defended Doctoral Dissertations in Tourism, case studies of Tourism Best Practices. The European Journal of Tourism Research is published in three Volumes per year. The full text of the European Journal of Tourism Research is available in the following databases: EBSCO Hospitality and Tourism CompleteCABI Leisure, Recreation and TourismProQuest Research Library Individual articles can be rented via journal's page at DeepDyve. The journal is indexed in Scopus and Thomson Reuters' Emerging Sources Citation Index. The editorial team welcomes your submissions to the European Journal of Tourism Research.**

Strengthening Forensic Science in the United States

A Path Forward

National Academies Press Scores of talented and dedicated people serve the forensic science community, performing vitally important work. However, they are often constrained by lack of adequate resources, sound policies, and national support. It is clear that change and advancements, both systematic and scientific, are needed in a number of forensic science disciplines to ensure the reliability of work, establish enforceable standards, and promote best practices with consistent application. **Strengthening Forensic Science in the United States: A Path Forward** provides a detailed plan for addressing these needs and suggests the creation of a new government entity, the National Institute of Forensic Science, to establish and enforce standards within the forensic science community. The benefits of improving and regulating the forensic science disciplines are clear: assisting law enforcement officials, enhancing homeland security, and reducing the risk of wrongful conviction and exoneration. **Strengthening Forensic Science in the United States** gives a full account of what is needed to advance the forensic science disciplines, including upgrading of systems and organizational structures, better training, widespread adoption of uniform and enforceable best practices, and mandatory certification and accreditation programs. While this book provides an essential call-to-action for congress and policy makers, it also serves as a vital tool for law enforcement agencies, criminal prosecutors and attorneys, and forensic science educators.

Information Technology Entrepreneurship and Innovation

IGI Global It has become a widely-recognized fact that entrepreneurs and information technology have become the backbone of the world economy. The increasing penetration of IT in society and in most of industries/businesses, as well as the joining forces of entrepreneurship and innovation in the economy, reinforce the need for a leading and authoritative research handbook to disseminate leading edge findings about entrepreneurship and innovation in the context of IT from an international perspective. **Information Technology Entrepreneurship and Innovation** presents current studies on the nature, process and practice of entrepreneurship and innovation in the development, implementation, and application of information technology worldwide, as well as providing academics, entrepreneurs,

managers, and practitioners with up-to-date, comprehensive, and rigorous research-based articles on the formation and implementation of effective strategies and business plans.

Redefining Health Care

Creating Value-based Competition on Results

[Harvard Business Press](#) **The U.S. health care system is in crisis. At stake are the quality of care for millions of Americans and the financial well-being of individuals and employers squeezed by skyrocketing premiums—not to mention the stability of state and federal government budgets. In *Redefining Health Care*, internationally renowned strategy expert Michael Porter and innovation expert Elizabeth Teisberg reveal the underlying—and largely overlooked—causes of the problem, and provide a powerful prescription for change. The authors argue that competition currently takes place at the wrong level—among health plans, networks, and hospitals—rather than where it matters most, in the diagnosis, treatment, and prevention of specific health conditions. Participants in the system accumulate bargaining power and shift costs in a zero-sum competition, rather than creating value for patients. Based on an exhaustive study of the U.S. health care system, *Redefining Health Care* lays out a breakthrough framework for redefining the way competition in health care delivery takes place—and unleashing stunning improvements in quality and efficiency. With specific recommendations for hospitals, doctors, health plans, employers, and policy makers, this book shows how to move health care toward positive-sum competition that delivers lasting benefits for all.**

Electronic Commerce

A Managerial and Social Networks Perspective

[Springer](#) **Throughout the book, theoretical foundations necessary for understanding Electronic Commerce (EC) are presented, ranging from consumer behavior to the economic theory of competition. Furthermore, this book presents the most current topics relating to EC as described by a diversified team of experts in a variety of fields, including a senior vice president of an e-commerce-related company. The authors provide website resources, numerous exercises,**

and extensive references to supplement the theoretical presentations. At the end of each chapter, a list of online resources with links to the websites is also provided. Additionally, extensive, vivid examples from large corporations, small businesses from different industries, and services, governments, and nonprofit agencies from all over the world make concepts come alive in Electronic Commerce. These examples, which were collected by both academicians and practitioners, show the reader the capabilities of EC, its cost and justification, and the innovative ways corporations are using EC in their operations. In this edition (previous editions published by Pearson/Prentice Hall), the authors bring forth the latest trends in e-commerce, including social businesses, social networking, social collaboration, innovations, and mobility.

Online Advertising and Promotion: Modern Technologies for Marketing

Modern Technologies for Marketing

IGI Global "This book educates readers on how to meet online advertising and Internet marketing challenges for both present and future tactics"--Provided by publisher.

Handbook of Research on Innovation and Development of E-Commerce and E-Business in ASEAN

IGI Global Business-to-consumer (B2C) and consumer-to-consumer (C2C) e-commerce transactions, including social commerce, are rapidly expanding, although e-commerce is still small when compared to traditional business transactions. As the familiarity of making purchases using smart devices continues to expand, many global and regional investors hope to target the ASEAN region to tap into the rising digital market in this region. The Handbook of Research on Innovation and Development of E-Commerce and E-Business in ASEAN is an essential reference source that discusses economics, marketing strategies, and mobile payment systems, as well as digital marketplaces,

communication technologies, and social technologies utilized for business purposes. Featuring research on topics such as business culture, mobile technology, and consumer satisfaction, this book is ideally designed for policymakers, financial managers, business professionals, academicians, students, and researchers.

Information Systems and New Applications in the Service Sector: Models and Methods

Models and Methods

IGI Global "This book examines current, state-of-the-art research in the area of service sectors and their interactions, linkages, applications, and support using information systems"--Provided by publisher.

The Open Knowledge Society

A Computer Science and Information Systems Manifesto

Springer Science & Business Media It is a great pleasure to share with you the Springer CCIS proceedings of the First World Summit on the Knowledge Society - WSKS 2008 that was organized by the Open Research Society, NGO, <http://www.open-knowledge-society.org>, and hosted by the American College of Greece, <http://www.acg.gr>, during September 24-27, 2008, in Athens, Greece. The World Summit on the Knowledge Society Series is an international attempt to promote a dialogue on the main aspects of a knowledge society toward a better world for all based on knowledge and learning. The WSKS Series brings together academics, people from industry, policy makers, politicians, government officers and active citizens to look at the impact of information technology, and the knowledge-based era it is creating, on key facets of today's world: the state, business, society and culture. Six general pillars provide the constitutional elements of the WSKS series: • Social and Humanistic Computing for the Knowledge Society--Emerging Technologies and Systems for the Society and Humanity • Knowledge, Learning, Education, Learning Technologies and

E-learning for the Knowledge Society • Information Technologies--Knowledge Management Systems--E-business and Enterprise Information Systems for the Knowledge Society • Culture and Cultural Heritage--Technology for Culture Management--Management of Tourism and Entertainment--Tourism Networks in the Knowledge Society • Government and Democracy for the Knowledge Society • Research and Sustainable Development in the Knowledge Society The summit provides a distinct, unique forum for cross-disciplinary fertilization of research, favoring the dissemination of research that is relevant to international re-

Global Electronic Business Research: Opportunities and Directions

Opportunities and Directions

IGI Global "This book discusses the progress of e-commerce research in small to medium-sized enterprises in different countries in the world"--Provided by publisher.

Introduction to Electronic Commerce

Previous ed.: published as Introduction to e-commerce. 2003.

Wireless Technologies: Concepts, Methodologies, Tools and Applications

Concepts, Methodologies, Tools and Applications

IGI Global **Contains the latest research, case studies, theories, and methodologies within the field of wireless technologies.**

Managing Strategic Intelligence: Techniques and Technologies

Techniques and Technologies

IGI Global **"This book focuses on environment information scanning and organization-wide support for strategic intelligence. It also provides practical guidance to organizations for developing effective approaches, mechanisms, and systems to scan, refine, and support strategic information provision"--Provided by publisher.**