

ELECTRONIC COMMERCE MANAGEMENT FOR BUSINESS ACTIVITIES AND GLOBAL ENTERPRISES: COMPETITIVE ADVANTAGES BY IN LEE



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Electronic Commerce Management for Business Activities and Global Enterprises Competitive Advantages

In Lee



Advances in E-Business Research Series

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Review

Lee (computer sciences, Western Illinois U.) offers a text for undergraduate and graduate students in business programs such as information systems, marketing, computer science, and MBA programs, as well as instructors, researchers, and industry practitioners. The text addresses e-commerce development and management in the global economy, including international business-to-business e-commerce environments, success factors, and standards; emerging business models and technologies like Web 2.0, social media, and mobile technologies; and discussion of a framework for e-commerce systems development, the architecture of e-commerce systems, languages and tools for systems development, and security and public key infrastructure. It includes case studies from others and covers different types of e-commerce and their value creating opportunities, impacts on organizations and the government, foundation theories, and emerging Web 2.0-based business models; business-to-consumer and business-to-business e-commerce, factors of consumer behavior models, trust, perceived risk, and types of e-marketplaces; online payments, security, and privacy; and web technologies, the convergence of the internet and telecommunications, business models of utility computing and cloud computing services, web accessibility, e-inclusion, the digital divide, and ethics and regulatory issues, including intellectual property tights and taxation issues.

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About the Author

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 Behavior, 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 Ph.D. in Business Administration from the University of Illinois at Urbana-Champaign.

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Electronic Commerce Management for Business Activities and Global Enterprises: Competitive Advantages is written as an e-commerce textbook for undergraduate and graduate students in various business programs, including information systems, marketing, computer science, and MBA. In addition to serving as a textbook in e-commerce, this book also provides an excellent repository for instructors, researchers, and industry practitioners for their research ideas, theories, and practical experiences.

In addition to regular topics traditionally taught in the classroom, this textbook addresses the many new emerging ideas and applications and presents tools and techniques in all aspects of e-commerce development and management in the global economy. To this end, this textbook highlighted the following themes and content:

Up-to-Date Coverage on International B2B E-Commerce

Environments for international B2B e-commerce
Success factors of international B2B e-commerce
B2B e-commerce standards for global enterprises

Real-World In-depth Case Studies

Fifteen full-length e-commerce case studies written by 25 researchers worldwide
A blend between research studies and real-world cases
Research-based analysis frameworks for case studies

Special Attention to Emerging Business Models and Technologies

Emerging Web 2.0 business models and social media
Trends in mobile technologies (Smartphones and Tablets)

Expanded Coverage on E-Commerce Systems Development and Management

A framework for e-commerce systems development
Architecture of e-commerce systems
Languages and tools for e-commerce systems development
Security and public key infrastructure

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Management, Journal of Small Business Management, Management Decision, Computers and Education, International Small Business Journal, Computers in Human Behavior, 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 Ph.D. in Business Administration from the University of Illinois at Urbana-Champaign.

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