



Electronic Commerce 2012

A MANAGERIAL AND SOCIAL NETWORKS PERSPECTIVE

Seventh Edition

Efraim Turban
David King • Jae Lee • Ting-Peng Liang • Deborrah Turban

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Electronic Commerce Efraim Turban, David King, Jae Kyu Lee, Ting-Peng Liang, Deborrah C. Turban, 2015-01-29

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

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Electronic Commerce 2012 Efraim Turban, David King, 2012 Explore the many aspects of electronic commerce through a managerial perspective Electronic Commerce provides a thorough explanation of what EC is how it s being conducted and managed and how to assess its opportunities limitations issues and risks all from a managerial perspective To keep pace with today s ever changing technology the seventh edition has been streamlined removing material that s no longer relevant while still providing information on the hottest topics in the field

Electronic Commerce 2018 Efraim Turban, Jon

Outland, David King, Jae Kyu Lee, Ting-Peng Liang, Deborrah C. Turban, 2017-10-12 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 Strategic Integration of Social Media into Project Management Practice Silvius, Gilbert,2016-02-02 The functionality of social networking platforms has caused such technologies to become an integral part of modern society Once limited to only personal purposes the use of these platforms within organizations has seen significant growth in recent years Strategic Integration of Social Media into Project Management Practice is an authoritative reference source for the latest research on benefits and challenges presented by the integration of online social networks in the project development process Highlighting relevant perspectives on team communication effective collaboration and stakeholder engagement this book is an essential resource for project managers researchers graduate level students and practitioners interested in the innovative uses of social media in professional settings **Proceedings of the XIV INTERNATIONAL SYMPOSIUM SYMORG 2014** Aleksandar Marković,Sladana Barjaktarović Rakočević,2014-06-05 Encyclopedia of E-Commerce Development, Implementation, and Management Lee, In,2016-03-31 The convenience of online shopping has driven consumers to turn to the internet to purchase everything from clothing to housewares and even groceries The ubiquity of online retail stores and availability of hard to find products in the digital marketplace has been a catalyst for a heightened interest in research on the best methods techniques and strategies for remaining competitive in the era of e commerce The Encyclopedia of E Commerce Development Implementation and Management is an authoritative reference source highlighting crucial topics relating to effective business models managerial strategies promotional initiatives development methodologies and end user considerations in the online commerce sphere Emphasizing emerging research on up and coming topics such as social commerce the Internet of Things online gaming digital products and mobile services this multi volume encyclopedia is an essential addition to the reference collection of both academic and corporate libraries and caters to the research needs of graduate level students researchers IT developers and business professionals Trade Perspectives in the Context of Safety, Security, Privacy and Loyalty Blaženka Knežević,Sanda Renko,2019-01-23 This book represents the work of a team of theorists and practitioners from various Central and Eastern European countries who offer a multidisciplinary approach to security and safety issues which companies in international and domestic trade as well as consumers are facing nowadays Contributions range from the topics of terrorism and piracy various aspects of theft and theft prevention to the challenges of security and privacy in electronic and mobile commerce Therefore the book is a powerful resource in solving problems because it not only considers security privacy and ethical issues among others but also discusses how to prevent them before they occur **Digital Business and Electronic Commerce** Bernd W. Wirtz,2024-06-04 This textbook introduces readers to digital business from a management standpoint It provides an overview of the foundations of digital business with basics activities and success factors and an analytical view on user behavior Dedicated chapters on mobile and social media present fundamental aspects

discuss applications and address key success factors The Internet of Things IoT is subsequently introduced in the context of big data cloud computing and connecting technologies with a focus on industry 4.0 and the industrial metaverse In addition areas such as smart business services smart homes and digital consumer applications as well as artificial intelligence quantum computing and automation based on artificial intelligence will be analysed The book then turns to digital business models in the B2C business to consumer and B2B business to business sectors Building on the business model concepts the book addresses digital business strategy discussing the strategic digital business environment and digital business value activity systems dVAs as well as strategy development in the context of digital business Special chapters explore the implications of strategy for digital marketing and digital procurement Lastly the book discusses the fundamentals of digital business technologies and security and provides an outline of digital business implementation A comprehensive case study on Google Alphabet explaining Google's organizational history its integrated business model and its market environment rounds out the book

Managing Digital Enterprise Jun Xu, 2014-10-10 This book describes the setup of digital enterprises and how to manage them focusing primarily on the important knowledge and essential understanding of digital enterprise management required by managers and decision makers in organizations It covers ten essential knowledge areas of this field Foundation of Digital Enterprise Technology Foundation and Talent Management for Digital Enterprise Digital Enterprise Strategy Planning and Implementation B2C Digital Enterprise E-tailing B2C Digital Enterprise E-Services B2B Digital Enterprise and Supply Chain Digital Platforms Digital Marketing and Advertising Digital Payment Systems Mobile Enterprise Overall this text provides the reader with the basics to understand the rapid development of digitization facilitated by the dramatic advancements in digital technologies extensively connected networks and wider adoption of computing devices especially mobile devices as more and more organizations are realizing the strategic importance of digitization e.g. sustainable growth of the organization competitive advantage development and enhancement and are embarking on digital enterprise

Decision Management: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources, 2017-01-30 The implementation of effective decision making protocols is crucial in any organizational environment in modern society Emerging advancements in technology and analytics have optimized uses and applications of decision making systems Decision Management Concepts Methodologies Tools and Applications is a compendium of the latest academic material on the control support usage and strategies for implementing efficient decision making systems across a variety of industries and fields Featuring comprehensive coverage on numerous perspectives such as data visualization pattern analysis and predictive analytics this multi-volume book is an essential reference source for researchers academics professionals managers students and practitioners interested in the maintenance and optimization of decision management processes

E-business In The 21st Century: Essential Topics And Studies (Second Edition) Jun Xu, Xiang-zhu Gao, 2021-02-04 In the world of internet wide adoption of computing devices dramatically reduces storage costs

with easy access to huge amount of data thus posing benefits and challenges to e business amongst organizations This unique compendium covers current status and practices of e business among organizations their challenges and future directions It also includes studies of different perspectives and markets of e business The must have volume will be a good reference text for professionals and organizations who are updating their e business knowledge skills and planning their e business initiatives

Managing Information Systems Jun Xu, Mohammed Quaddus, 2013-02-01 Information systems IS Information technology IT has become an essential part and a major resource of the organization IS IT is a major resource that can radically affect the structure of an organisation the way it serves customers and the way it helps people in organisations to communicate both internally and externally and the way an organisation runs its business Managing information and information systems effectively and efficiently have become an essential part of the life of 21st century managers This book is about Managing information and information systems and focuses on relationships between information information systems information technology people and business The impacts roles risks challenges as well as emerging trends of information systems will be an important element of the book At the same time many strategic and contemporary uses of information systems such as implementing enterprise planning systems for improving internal operation adopting customer relationship management systems and supply chain management systems to enhance relations with customers and suppliers partners respectively and establishing knowledge management systems for better managing organizational knowledge resources as well as using different information systems for supporting managers decision making in all levels will be an integral part of the book In addition essential and critical information systems management skills including using information systems for competitive advantages planning and evaluating information systems system development implementing information systems and managing information systems operations will be a critical part of the book

Electronic Commerce and Organizational Leadership Wilhelmina Djoletto, 2013-01-01 Although the topic of e commerce has been very widely discussed and researched it is not often discussed in terms of its affect on leadership and management structures Electronic Commerce and Organizational Leadership Perspectives and Methodologies investigates the ways in which e commerce not only affects daily business operations but more specifically it focuses on how e commerce has a great influence on administrative hierarchy and leadership This unique publication highlights these issues within higher education institutions but more specifically in historically black colleges and universities Researchers and administrators who seek to understand and improve the hierarchical and organizational structures through the deeper investigation of information technology e commerce and its impacts will find this book valuable

Intelligent and Fuzzy Techniques: Smart and Innovative Solutions Cengiz Kahraman, Sezi Cevik Onar, Basar Oztaysi, Irem Ucal Sari, Selcuk Cebi, A. Cagri Tolga, 2020-07-10 This book gathers the most recent developments in fuzzy machine learning risk assessment heuristics and clustering the book is a valuable resource for academics M Sc and Ph D students as well as managers and

engineers in industry and the service sectors

Handbook of Research on Novel Soft Computing Intelligent

Algorithms: Theory and Practical Applications Vasant, Pandian M.,2013-08-31 This book explores emerging technologies and best practices designed to effectively address concerns inherent in properly optimizing advanced systems demonstrating applications in areas such as bio engineering space exploration industrial informatics information security and nuclear and renewable energies Provided by publisher

Industrial Engineering in the Internet-of-Things World Fethi

Calisir,2021-08-07 This book gathers extended versions of the best papers presented at the Global Joint Conference on Industrial Engineering and Its Application Areas GJCIE organized virtually on August 14 15 2020 by Istanbul Technical University It covers a wide range of topics including decision analysis supply chain management systems modelling and quality control Further special emphasis is placed on cutting edge applications of industrial Internet of Things Technological economic and business challenges are discussed in detail presenting effective strategies that can be used to modernize current structures eliminating the barriers that are keeping industries from taking full advantage of IoT technologies The book offers an important link between technological research and industry best practices and covers various disciplinary areas such as manufacturing healthcare and service engineering among others

International Perspectives on

Socio-Economic Development in the Era of Globalization Sen, Saurabh,Bhattacharya, Anshuman,Sen, Ruchi,2016-03-08

In today s world globalization bears intense interdependencies between countries and the impact global business transactions have on society and economics is more palpable than ever Despite this many developing countries in the global market find themselves struggling to support perpetual population growth These countries must find ways to attain sustainable development in the economic social and environmental sectors International Perspectives on Socio Economic Development in the Era of Globalization seeks to examine the existing variability of development in the global marketplace and to identify the catalysts responsible for this disparity of success This title analyzes the economic frontiers social norms and infrastructural capabilities that factor into the socio economic growth of the developing and under developed world This book will become a definitive text for policy makers academics students and business executives

E-Retailing Challenges and Opportunities in the Global Marketplace Dixit, Shailja,Sinha, Amit Kumar,2016-02-26 The internet has become a flexible platform upon which global retail brands can expand and grow With a greater emphasis on and opportunity for new market opportunities in the digital sphere the global retail market is undergoing an era of rapid transformation as new web based retail models emerge to meet the needs of the modern consumer E Retailing Challenges and Opportunities in the Global Marketplace explores the transformations occurring in the virtual marketplace as consumer needs and expectations shift to the new age of online shopping Emphasizing the difficulties business professionals face in the digital age in addition to opportunities for market growth and new product development this publication is a critical reference source for business professionals product strategists web managers IT specialists and graduate level students in the fields of business retail

management and advertising **Emerging Markets from a Multidisciplinary Perspective** Yogesh K. Dwivedi, Nripendra P. Rana, Emma L. Slade, Mahmud A. Shareef, Marc Clement, Antonis C. Simintiras, Banita Lal, 2018-04-11 This book examines prominent issues in the Emerging Markets EM from a variety of disciplines in order to make useful societal contributions through knowledge exchange EMs offer enormous opportunities but realizing them is both challenging and risky due to inherent uncertainties of such markets EM s also have unique characteristics that makes them different from developed countries This causes implications for both theory and practice These markets necessitate substantial adaptations of developed theories and approaches employed in the Western world This book investigates problems specific to emerging markets and identifies new theoretical constructs hypotheses re development and emphasizes institutional contexts The chapters in this book establish new conceptual and theoretical paradigms from multidisciplinary perspectives concentrated in the areas of information systems electronic government and digital and social media matters The book focuses on topics in these areas such as digital enterprises sustainability telemedicine and Information Communication Technology ICT and surveys the potential challenges and opportunities that may arise These concepts and topics covered in this book are vital for making the global economy more equitable and sustainable

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