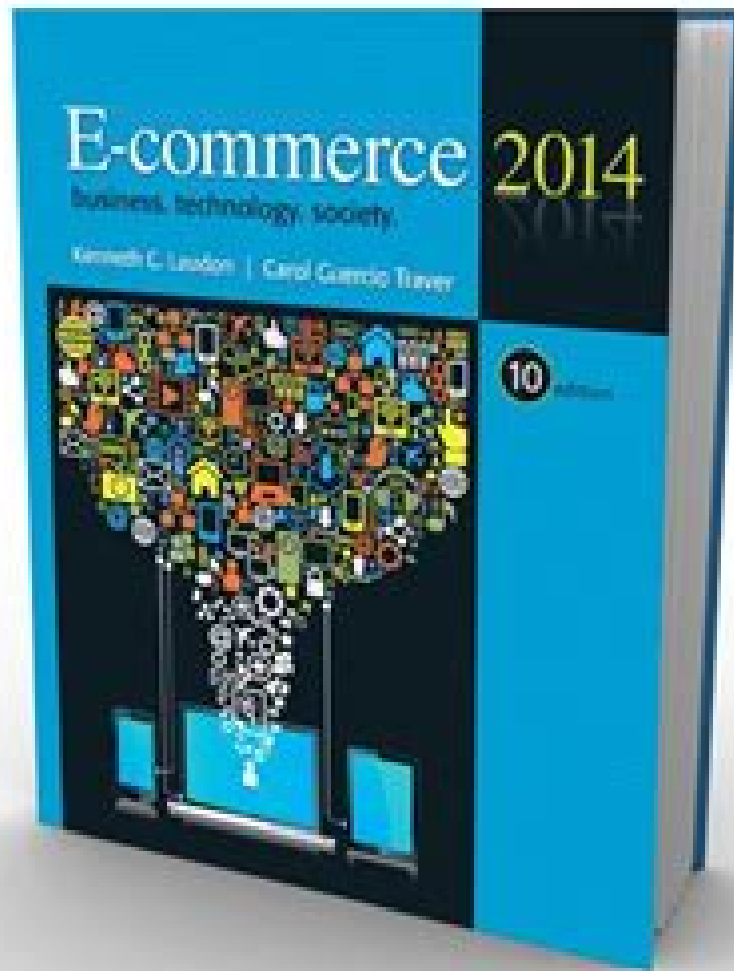




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E-commerce Kenneth C. Laudon, Carol Guercio Traver, 2014 This comprehensive market leading text emphasizes the three major driving forces behind e commerce technology change business development and social issues to provide a coherent conceptual framework for understanding the field

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

Airline e-Commerce Michael Hanke, 2016-05-20 From the few tickets that were sold by Alaska Airlines and former British Midland in December 1995 via the industry s first airline booking engine websites global online travel has grown to generate today more than half a trillion dollars in annual revenue This development has brought significant changes to the airline business travel markets and consumers Today airlines worldwide not only use e commerce for online marketing and selling but also as a platform to offer unique services and capabilities that have no counterpart in the physical world This book is an in depth introduction to airline e commerce It covers a broad scope of areas that are essential to an airline s ongoing digital transformation Digital properties features E marketing E sales distribution Web customer service E commerce organization E commerce strategy Written by an airline e commerce expert and illustrated with numerous examples of leading airlines in this area Dr Hanke provides for comprehensive behind the scenes details of how airline e commerce works This book is a crucial companion for students and practitioners alike because it allows the reader to acquire a thorough foundation of airline e commerce Furthermore the book enables the reader to appreciate the ramifications of airline e commerce in certain corporate areas and to take effective action for a successful e commerce strategy

Digital Business and Electronic Commerce Bernd W. Wirtz, 2021-03-28 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 smart

business services smart homes and digital consumer applications as well as artificial intelligence 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 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 *The Importance of New Technologies and Entrepreneurship in Business Development: In The*

Context of Economic Diversity in Developing Countries Bahaaeddin Alareeni,Allam Hamdan,Islam Elgedawy,2021-03-12 This book introduces the students researchers and practitioners into the subject and enabling technologies and applications pertaining to of technology entrepreneurship and business development through research articles case studies etc It is primarily intended for academic purposes for learners of computer Science management accounting and information systems disciplines economics entrepreneurship Publishing chapters in the book is new innovative idea to spread the book in the Middle East and Arab countries and make the book achieve more sales As many students in all levels graduates and undergraduates in addition to research professionals are not able to get sufficient resources because of the language concern

E-commerce 2014, Global Edition, 10/e Ken Laudon,Carol Traver,2014-09-04 For the undergraduate and graduate e commerce course in any business discipline The market leading text for E commerce This comprehensive market leading text emphasizes the three major driving forces behind E commerce technology change business development and social issues to provide a coherent conceptual framework for understanding the field The tenth edition features updates to the text data figures and tables based on the latest marketing and business intelligence available from eMarketer Pew Internet American

Life Project Forrester Research comScore Gartner Research and other industry sources All opening closing and Insight on cases are new or updated Research Anthology on E-Commerce Adoption, Models, and Applications for Modern Business Management Association, Information Resources,2021-04-16 In the next few years it is expected that most businesses will have transitioned to the use of electronic commerce technologies namely e commerce This acceleration in the acceptance of e commerce not only changes the face of business and retail but also has introduced new adaptive business models The experience of consumers in online shopping and the popularity of the digital marketplace have changed the way businesses must meet the needs of consumers To stay relevant businesses must develop new techniques and strategies to remain competitive in a changing commercial atmosphere The way in which e commerce is being implemented the business models that have been developed and the applications including the benefits and challenges to e commerce must be discussed to understand modern business The Research Anthology on E Commerce Adoption Models and Applications for Modern Business discusses the best practices latest strategies and newest methods for implementing and using e commerce in modern businesses This includes not only a view of how business models have changed and what business models have emerged but also provides a focus on how consumers have changed in terms of their needs their online behavior and their use of e commerce services Topics including e business e services mobile commerce usability models website development brand management and marketing and online shopping will be explored in detail This book is ideally intended for business managers e commerce managers marketers advertisers brand managers executives IT consultants practitioners researchers academicians and students interested in how e commerce is impacting modern business models Advances in Construction ICT and e-Business Srinath Perera,Bingunath Ingirige,Kirti Ruikar,Esther Obonyo,2017-05-08 This internationally conducted study of the latest construction industry practices addresses a broad range of Information and Communication Technology applications Drawing on research conducted in the US and UK this book presents the state of the art of various ebusiness processes and examines BIM virtual environments and mobile technologies Innovation is a theme that runs throughout this book so in addition to the direct impact of these new technical achievements it also considers the management styles that helped them to emerge Examples from industry are illustrated with case studies and presented alongside research from some of the best known academics in this field This book is essential reading for all advanced students and researchers interested in how ICT is changing construction management and the construction industry

Intelligent Data Analytics in Business Kiran Chaudhary,Mansaf Alam,Narayan C. Debnath,2023-09-06 This book includes peer reviewed contributions presented at the International Conference on Data Analytics in Business and Marketing ICDABM 2022 The book covers topics in data analytics intelligent data data management in business and marketing big data computational intelligence and communication networks The book presents innovative work by leading academics researchers and experts from the industry which is helpful for young researchers and students Encouraging Participative

Consumerism Through Evolutionary Digital Marketing: Emerging Research and Opportunities Kaufmann, Hans Ruediger, Manarioti, Agapi, 2017-05-17 Technology has changed the buying and selling industry Research of various consumer patterns can result in an increase of profits of organizations and corporations Encouraging Participative Consumerism Through Evolutionary Digital Marketing Emerging Research and Opportunities is an authoritative reference source featuring the latest scholarly research on best practices of building relationships with online communities to engage consumers Including various topics and perspectives such as consumer behavior social media and search engine optimization SEO this publication is ideally designed for professionals researchers and students seeking current research on the application of novel technologies in marketing

Sustainable Future: Trends, Strategies and Development Siska Noviaristanti, Ong Hway Boon, 2022-12-22 The book contains a selection of papers that were presented at the 3rd Conference in Managing Digital Industry Technology and Entrepreneurship 3rd CoMDITE with the theme Sustainable Future Trends Strategies and Development The Millennium Development Goals continued as Sustainability Development Goals SDGs are effective instruments and have in recent years brought many positive changes in numerous countries around the world Most notably it has fundamentally changed our way of approaching the tangled set of challenges States today undertake to achieve concrete development goals transparency and accountability to citizens and the global public has become a matter of course and cooperation between the political economic and societal spheres is no longer questioned However in addition to the global pandemic situation it has challenged the business world to develop an outstanding strategy to face extreme uncertainty Using digital technology and its advancement is believed to be one of the main keys for taking up this challenge The 3rd Conference in Managing Digital Industry Technology and Entrepreneurship the 3rd CoMDITE has brought forward discussions on implementation of digital technology in strategic operation finance marketing human resources management and entrepreneurship around sustainable future issues The Open Access version of this book available at [http www taylorfrancis com](http://www.taylorfrancis.com) has been made available under a Creative Commons Attribution Non Commercial No Derivatives CC BY NC ND 4 0 license Funded by Telkom University Indonesia

Proceedings of the 8th International Conference on Communication and Media 2022 (i-COME 22) Adibah Ismail, Mohd Khairie Ahmad, Romlah Ramli, Norhayati Mohamad Hussain, Syarizan Dalib, 2023-08-30 This is an open access book We would like to welcome you to the official website of the 8th International Conference on Communication and Media 2022 i COME 22 This biennial event is organized by the Department of Communication School of Multimedia Technology and Communication Universiti Utara Malaysia and will be held on 1 3 October 2022 virtually The conference provides an opportunity to researchers practitioners and students to interact and share their experience and knowledge in communication and media I COME 22 provides an excellent international platform for knowledge sharing in the areas of communication and media as well as providing an ideal environment for new collaborations and meeting scholars and experts in the areas of communication and media I COME 22

welcomes participants from all over the world who are interested in communication and media especially how globalization and current situation affects the future landscape of the fields The aim of the conference is to provide platform for scholars researchers and practitioners from both academia and industry to meet and share the advanced development and changes in both areas The conference also hopes to discuss the innovative discovery of research level and promote international scientific cooperation and exchange of ideas among researchers and practitioners Our conference relies on a wide range of challenges and issues in the fields of communication and media which will be presented through keynote addresses plenary sessions presentations by distinguished scholars and practitioners and doctoral colloquium which is specially designed for post graduate students to share their experiences The highlight of the conference will be the award presentation during the closing ceremony which will be given as recognition to the outstanding work of the selected researchers

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

Encyclopedia of Cyber Warfare Paul J. Springer, 2025-01-09 This volume offers a concise overview of cyber warfare providing historical context and an examination of its rapid development into a potent technological weapon of the 21st century Ready reference entries profile key individuals organizations technologies and cyberattack events Readers will also discover a curated selection of relevant primary source documents with insightful analyses A chronology cross references at the end of each entry and a guide to related topics help readers discover and navigate content and form a more robust conceptual framework of the subject Entry specific further readings and an end of volume bibliography point readers toward additional resources and serve as a gateway to further learning This second edition features more than 30 new entries including coverage of recent high profile events such as cyberattacks during the COVID 19 pandemic and the Russo Ukrainian War Other new entries examine the development and potential cybersecurity impacts of artificial intelligence cryptocurrency ransomware and other emerging technologies The documents section includes 7 new primary sources offering perspectives from the U S government European Union People s Republic of China and others Updates to entries the chronology further readings and the end of volume bibliography capture the significant developments of this ever evolving topic This new volume continues the expert scholarship of the first edition of Encyclopedia

of Cyber Warfare which was named a Top Ten Reference by Booklist in 2018

Contemporary Trends in Innovative Marketing Strategies Barbosa, Belem, 2024-02-19 In global commerce marked by the relentless advance of digital technology businesses find themselves constantly challenged to devise innovative and disruptive marketing strategies Adapting to these changes is no longer a choice but a necessity To thrive companies must remain vigilant updating their resources and adopting emerging trends with unwavering agility Contemporary Trends in Innovative Marketing Strategies explores the demands and dynamics of modern marketing This book is tailored to meet the needs of students educators and managers seeking a profound understanding of today s marketing trends Firstly the book delves deep into the current trends steering marketing innovation It dissects the latest developments that are reshaping the marketing landscape identifies pivotal trends and elucidates their ramifications for businesses Secondly the book embarks on a journey to explore innovative marketing strategies engineered to confront contemporary business challenges and seize emerging opportunities It unlocks novel approaches that adeptly cater to the market providing insights into strategic frameworks methodologies and practices Lastly the book illustrates these concepts with real world case studies offering proof of innovative marketing s successful applications across diverse business sectors These cases serve to inspire and demonstrate how innovative marketing strategies can be put into action resulting in tangible outcomes This book is designed for a diverse audience including academics and students keen on exploring the latest trends in innovative marketing educators searching for compelling case studies to enhance their teaching materials and practitioners eager to bridge the gap between research and practical application in innovative marketing

Cybersecurity, Law, and Economics Gagandeep Kaur, Narendra N. Dalei, Sushanta Kumar Mahapatra, Vinay Kandpal, 2024-09-16 This book examines the intersection between cybersecurity and the law and economy of India and offers a course of action in designing efficacious policies against emerging cybercrimes in the country It reviews the boom in infrastructure growth in India and the security challenges this presents to the domestic economy and legal system The contributors conducted a risk assessment of the potential economic impacts and security vulnerabilities as well as identified the current regulatory and legal gaps regarding cryptocurrency ecommerce and digital banking The book also considers the subject of data localization and sovereignty and the challenges of establishing an indigenous data architecture By discussing the economic impact of cybersecurity and incorporating recommendations from scholars activists academics young legal intellectuals and professionals in the field the chapters propose new measures and protections for lawmakers and policymakers to adopt This book will interest researchers and students of cybersecurity law and economics international relations and Indian policymakers

Improving Business Performance Through Effective Managerial Training Initiatives dall'Acqua, Luisa, Lukose, Dickson, 2018-02-09 The success of any corporate enterprise is reliant upon the effectiveness of its leadership The methods used to prepare corporate leaders can have a significant impact on the success of the employees and the company Improving Business Performance Through Effective Managerial Training Initiatives is a

critical scholarly publication that explores leadership within corporations and how proper education can lead to positive outcomes within corporations Featuring coverage on a wide range of topics including managerial mindsets learning performance relationship and strategic risk management this book is geared toward academicians researchers students and policy makers seeking relevant research on the importance of quality leadership education within corporations to promote success Next Generation Supply Chains Rosanna Fornasiero,Saskia Sardesai,Ana Cristina Barros,Aristides

Matopoulos,2020-12-31 This open access book explores supply chains strategies to help companies face challenges such as societal emergency digitalization climate changes and scarcity of resources The book identifies industrial scenarios for the next decade based on the analysis of trends at social economic environmental technological and political level and examines how they may impact on supply chain processes and how to design next generation supply chains to answer these challenges By mapping enabling technologies for supply chain innovation the book proposes a roadmap for the full implementation of the supply chain strategies based on the integration of production and logistics processes Case studies from process industry discrete manufacturing distribution and logistics as well as ICT providers are provided and policy recommendations are put forward to support companies in this transformative process **Selected Perspectives on Platforms in E-Commerce**

Ecosystems Tobias Wulfert,2024-08-02 Digital platforms hold significant economic value enriching various industry sectors While they are pivotal in driving value creation and capture it is not solely their technological prowess that underpins their economic significance Rather their effectiveness lies in their integration within business ecosystems In this study Tobias Wulfert examines digital platforms in the context of e commerce through five lenses Enterprise architecture Boundary resources Application lifecycle Dynamic capabilities Value creation This analysis focuses on different e commerce platform types developing an architectural framework and a taxonomy for classification The author also delineates e commerce ecosystem architectures emphasizing the role of platforms as central components and the involvement of peripheral ecosystem participants He explores boundary resources as crucial interfaces between platforms and ecosystem participants He further suggests a reference procedure model for the management of these boundary resources Furthermore he delves into the dynamic capabilities necessary for effective ecosystem orchestration identifying configurations of dynamic capabilities that can confer sustainable competitive advantages

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