New Directions In Research On Electronic Commerce

E-commerceElectronic CommerceElectronic Commerce: Concepts, Methodologies, Tools, and ApplicationsE-CommerceHandbook on Electronic CommerceE-CommerceE-commerce and the Digital EconomyElectronic Commerce Management for Business Activities and Global Enterprises: Competitive AdvantagesIntroduction to E-commerceUnderstanding Electronic CommerceE-CommerceSelected Readings on Electronic Commerce Technologies: Contemporary ApplicationsE-commerceE-commerce BasicsE-CommerceE-commerceThe Business of EcommerceElectronic CommerceIntroduction to E-CommerceThe Economic and Social Impact of Electronic Commerce Amir Manzoor Makoto Yokoo Becker, Annie Parag Diwan Michael Shaw Brian C. Satterlee Michael Shaw Lee, In Efraim Turban David R. Kosiur Lisa J. Lloyd Hu, Wen-Chen S. Pankaj William S. Davis Mamta Bhusry Stephen York Paul May Ronald J. Mann Zheng Qin Andrew Wyckoff

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the growth of the internet continues to influence our lives and businesses irrespective of their type and size all firms and organizations are rethinking their strategies and operations an increasing number of businesses are using e commerce to gain competitive advantage however doing e commerce is complex and requires understanding a vast array of topics this book provides coverage of essential topics in

e commerce i e technology infrastructure building blocks of e commerce online marketing online payment systems online business models online business environment issues website usability e commerce strategy mobile commerce and e crm e scm compared with available texts on e commerce the perspective of this book is global e commerce the book is written in simple language provides up to date coverage of material and associated research and filled with examples to support material presented this book is useful for undergrad and graduate students professionals and anyone looking to gain a solid foundation to continue their learning of dynamic e commerce environment

this book covers recent advances in electronic commerce research activities it aims to encourage activities in this field and to serve researchers with an interest in electronic commerce this book is edited from some aspects of e commerce researches including theoretical mechanism design of trading based on auctions allocation mechanism based on negotiation among multi agent case study and analysis of e trading data engineering issues in e commerce and so on

compiles top research from the world s leading experts on many topics related to electronic commerce covers topics including mobile commerce virtual enterprises business to business applications services and enterprise methodologies

this book covers various standards in e commerce e g data communication and data translation there are extensive illustrations on various issues ans e commerce models which provide a direction in the process of universal e commerce it is a complete guide to a business manager

the u s and other developed nations are undergoing a transition from a paper econ omy to a digital economy not unlike the transition from an oral exchange economy to a physically recorded clay papyrus exchange economy that took place several millennia ago as with the earlier transition a change in the medium for recording and reporting transactions i e from oral to written from written to electronic is bringing about a significant change in the economic and social system in which they are imbedded the oral to written transition eventually gave us the concepts of property rights commercial law accounting standards and financial transparency what will the written to electronic transition give us the answer is not clear but we can expect that the economic system that follows this transition will differ substantially from the current system to which we are accustomed in this book we examine the electronic exchange mechanisms of the emerging digital economy we do so by examining eight salient

topics in electronic commerce ec each of these topics is examined in detail in a separate section of this book

electronic commerce is one of the most important aspects to emerge from the internet it allows people to exchange goods and services immediately with no barriers of time or distance initially e commerce was primarily the domain of large firms due to its initial format of customized complex and expensive transactions essential barriers to entry by smaller competitors today for a nominal fee anyone may become an online merchant with the potential to reach millions of consumers world wide in essence the development of the internet has had the same effect on e commerce as henry ford s assembly line on the automotive industry it has converted a luxury for the few into a relatively simple and inexpensive device for the masses in this book we will explore these impacts and innovations the purpose of this book is to provide a preliminary analytical foundation knowledge base which then may be used for further more advanced study it is not intended to be an exhaustive analysis yet at the same time provides as much information as possible to provide an accurate depiction of the current state and likely future direction of e commerce

divided into four parts this book offers a state of the art survey of information systems research on electronic commerce it provides the framework for understanding the business trends emerging opportunities and barriers to overcome in the rapid developments taking place in electronic business and the digital economy

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

for undergraduate level courses in electronic commerce written by an academician and a practitioner this text 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 perfect for courses where the professor chooses to use supplemental

material or in a course where the professor wants a brief book

in five years or less analysts say sales transactions on the internet will total **100** billion annually in short online commerce is big and it s coming fast and here s the book that shows you how to understand and profit from it this invaluable overview includes basics how electronic commerce works in the real world strategies the mind set of companies that will get the most from electronic commerce consumer applications credit cards digital money and more business applications purchase orders invoices and other large transactions case studiesinsightful snapshots of electronic commerce innovatively applied security its paramount importance and the five things it requires and the future from electronic agents to microcash and microtransactions this book is for technology savvy executives group managers entrepreneurs corporate planners information systems professionals and anyone else who wants to master the new technology

an introdution to e commerce electronic commerce or e commerce is a term for any type of business or commercial transaction that involves the transfer of information across the internet at its core e commerce refers to the purchase and sale of goods and or services via electronic channels

this book offers research articles focused on key issues concerning the technologies and applications of electronic commerce provided by publisher

as this volume shows e commerce is emerging as a potent alternative to the traditional businesses it combines the benefit of the traditional business with the case and comfort of technology

in e commerce basics the authors introduce the basic technological infastructure and basic business issues to understand when analyzing the feasibility of e commerce initiatives the book uses a layered approach that first presents the basic web technology that supports all e business then presents the e commerce business issues and then revisits the technology to discuss the challenges in bringing businesses on to the web since the web wasn t created for business purposes the issues of combining business applications in a technical environment are examined this layered approach gives the reader an understanding of the underlying infrastructure and how traditional business issues should be considered when considering e commerce and thus makes it easier to grasp the strengths limitations and implications of various e commerce solutions when discussing the business of ecommerce the layered approach reflects on

traditional business models used to measure successes such as profit and return on investment layered approach takes a layered approach that stresses the technology infrastructure and the business issues surrounding the integration of business and technology

the business of ecommerce explains how to conduct business over the accessible and useful to both technical and nontechnical readers the book describes the relevant business issues to technologists and technical issues to business managers paul may combines his experience as a consultant to both blue chip companies and internet startups to provide a generic model for understanding ecommerce opportunities he makes accessible all of the relevant technologies this book empowers technical and business decision makers to maximize the opportunities of ecommerce

the context of electronic commerce

this book brings together the new trends new knowledge new methods and new tools in the development of e commerce in china and global and appropriately expounds the basic concepts and cultural concepts of e commerce from the perspective of e commerce basic knowledge and e commerce culture the key technology involved including e commerce support payment and security is introduced this book highlights the practical application of the applied psychology of e commerce in business activities and expounds the system structure transaction mode and decision making strategy paradigm of e commerce with typical examples this book helps readers to understand the basic concepts the latest knowledge and the way of e commerce development this book elaborates the theory specific tools methods and practical experience which can be used as a textbook or professional book for e commerce courses and also a reference book for interested readers

electronic commerce has the potential to radically alter some economic activities and the surrounding social environment it changes the business environment accelerates changes under way increases interactivity encourages openness and alters the notion of time this book examines such issues as the potential for growth of electronic commerce its impact on the efficiency of the economy its effects on how business is organized and on markets on jobs and on society it points out that countries will dismantle barriers to global electronic commerce at different rates and that this may raise competitive concerns it also discusses the electronic commerce s impacts on the costs of owning a store carrying inventory conducting sales placing and processing orders customer support and product distribution

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