Business Strategies and Approaches for Effective Engineering Management

Saqib Saeed (Bahria University Islamabad, Pakistan), Mohammad Ayoub Khan (Centre for Development of Advanced Computing, India) and Rizwan Ahmad (Qatar University, Qatar)

Successful engineering projects require a clear vision and long term strategy. Therefore, effective business initiatives have been applied to the engineering environment in order to enhance its management perspectives.

Business Strategies and Approaches for Effective Engineering Management brings together the latest methodologies, principles, practices and tools for engineering management. By providing theoretical analysis and practical applications, this book is a useful reference for industry experts, researchers, and academicians regarding progressive strategies for successful management.

Topics Covered:
- Cost Analysis
- Engineering Economy
- Ethics in Engineering Projects
- Knowledge Engineering
- Organizational Learning
- Process Management
- Technology Management

Print: US $185.00 | Perpetual: US $280.00 | Print + Perpetual: US $370.00
Pre-pub Discount:*
Print: US $175.00 | Perpetual: US $265.00
* Pre-pub price is good through one month after publication date.

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners and is ideal for classroom use.

Saqib Saeed is an assistant professor at the Computer Science department at Bahria University Islamabad, Pakistan. He has a Ph.D.in Information Systems from University of Siegen, Germany, and a Masters degree in Software Technology from Stuttgart University of Applied Sciences, Germany. He is also a certified software quality engineer from American Society of Quality. His research interests lie in the areas of human centered computing, computer supported cooperative work, and empirical software engineering and ICT4D.
Section 1: Process Management

Chapter 1
Order Release Strategies for Customer Order Scheduling Problems in Dynamic Environments
Renna Paolo (University of Basilicata, Italy)

Chapter 2
Managing Organizational Change
Bariff Martin L. (Illinois Institute of Technology, USA)

Chapter 3
Green Process Management using Six Sigma Concepts
Kadry Seifedine (American University of the Middle East, Kuwait)

Chapter 4
New Product Development:
Rassouli Hassanali (Aagahn Information Technology Consultants, Iran)

Chapter 5
Supply Chain Analysis
Rahman Mohammad Anwar (University of Southern Mississippi, USA)

Chapter 6
Intellectual Property Rights in Semi-Conductor Industries:
Tiwari Satish Chandra (NSIT, India)
Gupta Maneesha (NSIT, India)
Khan Mohammad Ayoub (Government of India, India)
Ansari A. Q. (Jamia Millia Islamia, India)

Chapter 7
Defect Trend Analysis of MI-172 Helicopters through Maintenance History
Hussain Mudassir (Centre for Advanced Studies in Engineering, Pakistan)
Manarvi Irfan Anjum (HITEC University, Pakistan)
Iqbal Assad (Bahria University Islamabad, Pakistan)

Section 2: Project Management

Chapter 8
Component Failure Analysis of J69-T-25A Engine
Qazi Muhammad Asim (Centre for Advanced Studies in Engineering, Pakistan)
Manarvi Irfan Anjum (HITEC University, Pakistan)
Iqbal Assad (Bahria University Islamabad, Pakistan)

Chapter 9
Lean Development:
Saeed Saqib (Bahria University Islamabad, Pakistan)
Alsmadi Izzat (Yarmouk University, Jordan)

Chapter 10
Supply Chain Analysis
Rahman Mohammad Anwar (University of Southern Mississippi, USA)

Chapter 11
Managing Organizational Change
Bariff Martin L. (Illinois Institute of Technology, USA)

Chapter 12
Lean Development:
Saeed Saqib (Bahria University Islamabad, Pakistan)
Alsmadi Izzat (Yarmouk University, Jordan)
Khawaja Farrukhi Masood (Ericsson Telekommunikation Gmbh & Co. KG, Germany)

Section 3: Technology Management

Chapter 13
Media Management in Disaster Events:
Benencchi Eleonora (University of Lugano, Switzerland)
De Masi Vincenzo (University of Zurich, Switzerland)

Chapter 14
The Impact of Virtual Community (Web 2.0) in the Economic, Social, and Political Environment of Traditional Society
Samanta Irene (Technological Educational Institute of Piraeus, Greece)

Chapter 15
Website Performance Measurement:
Alsmadi Izzat (Yarmouk University, Jordan)

Chapter 16
Measuring the Conceptual Variables for E-Services Acceptance:
Sandhu Kamaljeet (University of New England, Australia)

Chapter 17
Empirical Analysis for E-Services Acceptance Model:
Sandhu Kamaljeet (University of New England, Australia)

Order Your Copy Today!

Name: ____________________________________________
Organization: ______________________________________
Address: __________________________________________
City, State, Zip: _____________________________________
Country: __________________________________________
Tel: ________________________________________________
Fax: ________________________________________________
E-mail: ____________________________________________

☐ Enclosed is check payable to IGI Global in US Dollars, drawn on a US-based bank

☐ Credit Card ☐ Mastercard ☐ Visa ☐ Am. Express

3 or 4 Digit Security Code: ____________________________

Name on Card: _____________________________________
Account #: _________________________________________
Expiration Date: _________________________