Innovative Mobile Platform Developments for Electronic Services Design and Delivery

Ada Scupola (Roskilde University, Denmark)

In the ever-growing world of technology, it is becoming more important to understand the developments of new electronic services and mobile applications.

Innovative Mobile Platform Developments for Electronic Services Design, and Delivery is a comprehensive look at all aspects of production management, delivery and consumption of e-services, self services, and mobile communication including business-to-business, business-to-consumer, government-to-business, government-to-consumer, and consumer-to-consumer e-services. This volume is perfect for the interest of professionals, academic educators, researchers, and industry consultants by providing the latest interdisciplinary research as a new platform for learning and research dissemination.

Topics Covered:

- IT enabled self-services
- Mobile Advertisements
- Mobile applications
- Mobile Communication
- Mobile services
- Mobile Technology
- Online Product Presentation
- Production Management
- Self-Service Systems

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.

Ada Scupola is an associate professor in the Department of Communication, Business and Information Technologies, Roskilde University (Denmark). She holds a PhD in social sciences from Roskilde University, an MBA from the University of Maryland - College Park (USA) and an MSc from the University of Bari (Italy). She is the editor-in-chief of the International Journal of E-Services and Mobile Applications. Her main research interests are e-services, adoption and diffusion of e-commerce and e-services in SMEs, ICTs in clusters of companies, and the impact of e-commerce on industrial and organizational structures. She is collaborating and has collaborated to several national and international research projects on the above subjects. Her research has been published in several international journals among which the Journal of Electronic Commerce in Organizations, the Journal of Information Science, the Journal of Global Information Technology Management, the Scandinavian Journal of Information Systems, the Journal of Electronic Commerce in Developing Countries, and in numerous book chapters and international conferences.
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