Ada Scupola (Roskilde University, Denmark)

Mobile technology continues to shape our society, delivering information and knowledge right to our finger tips. It is only fitting that these advancements and opportunities are applied to the area of electronic services.

Mobile Opportunities and Applications for E-Service Innovations brings together different perspectives on the understanding of e-service and mobile communication, as well as their effects on the fields of marketing, management, and information systems. The growth of e-services as it relates to business–to-business, business-to-consumer, consumer-to-consumer, are essential to the interests of professionals, academics, and researchers, as well as industry consultants.

Topics Covered:

- Business Models
- E-Services
- Human Resource Management
- Internet-Bases Companies
- Knowledge Management
- Mobile Applications
- Service Science
- Small and Medium Enterprise

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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, a MBA from the University of Maryland - College Park (USA) and a 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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