E-Business Applications for Product Development and Competitive Growth: Emerging Technologies

In Lee (Western Illinois University, USA)

As the Web paradigm shifted from the business-centered to user-centered one (this paradigm shift has become known as “Web 2.0”) it has become a Web platform as a method to quickly reach a large pool of consumers. Web 2.0 has changed the nature of a user from a content consumer to a content generator. While the pre-Web 2.0 era is characterized by read-only websites and proprietary web applications, Web 2.0 brought about a variety of interactive community-based initiatives that leverage data, harness distributed intelligence, and utilize a rich multimedia.

E-Business Applications for Product Development and Competitive Growth: Emerging Technologies is a comprehensive framework of knowledge provided by research and practitioner experts within the e-business research field. Emerging e-business theories, architectures, and technologies are outlined to stimulate information into research and business communities. This book will serve as an integrated e-business knowledge base for those who are interested in the advancement of e-business theory and practice through a variety of research methods including theoretical, experimental, case, and survey research methods.

Topics Covered:
- Applications of new technologies to e-business
- Collaborative commerce
- Consumer behavior
- Developing and managing middleware to support e-business
- Digital libraries
- E-business models and architectures
- E-business process modeling and simulation studies
- Global e-business
- Mobile commerce

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.

In Lee is a professor in the School of Computer Sciences at the College of Business and Technology at Western Illinois University in the US. He is a two-time winner of the Research Excellence Award in the College of Business and Technology at WIU. He is the founding Editor-in-Chief of the International Journal of E-Business Research. He has published his research in such journals as Communications of the ACM, IEEE Transactions on Systems, Man and Cybernetics, IEEE Transactions on Engineering Management, International Journal of Production Research, Decision Support Systems, Computers and Operations Research, International Journal of Production Economics, Business Horizons, Knowledge and Process Management, Journal of Small Business Management, Management Decision, Computers and Education, International Small Business Journal, Computers in Human Behavior, Business Process Management Journal, Computers and Industrial Engineering and others. Prior to his academic career, he worked for a number of multinational corporations. He has also served as a consultant for various government agencies and private organizations. His current research interests include web technology development and management, investment strategies for computing technologies and mobile services. He received his PhD in Business Administration from the University of Illinois at Urbana-Champaign.
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