Consumer Information Systems and Relationship Management: Design, Implementation, and Use

Part of the Advances in Marketing, Customer Relationship Management, and E-Services (AMCRMES) Book Series

Angela Lin (University of Sheffield, UK), Jonathan Foster (University of Sheffield, UK) and Paul Scifleet (Charles Sturt University, Australia)

Businesses continue to design and implement a variety of information systems that facilitate the creation, aggregation, and provision of product-related information in order to increase the role that quality information is playing in consumers’ decision-making processes.

Consumer Information Systems and Relationship Management: Design, Implementation, and Use highlights empirical research, theoretical frameworks, and relevant models on the understanding and implementation of consumer information systems. By covering consumer perceptions of practicality and ease of use, this book is essential for practitioners in business environments and strategic management, meeting consumer needs through the use of digital and Web-based technologies as well as recent empirical research findings and design and implementation of innovative information systems. This book is part of the Advances in Marketing, Customer Relationship Management, and E-Services series collection.

Topics Covered:

- Consumer-Generated Content
- Crowdsourcing
- E-Commerce
- Electronic Word of Mouth
- Enterprise 2.0
- Online Consumer Behaviors
- Online Social Networks
- Recommender Systems
- Relationship Management
- Web Content Management

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

Angela Lin is a lecturer in Information Systems in Information School at the University of Sheffield. She has a degree in Economics and received a PhD in Information Systems from London School of Economics and Political Science, University of London. Her research takes a socio-technical view of organizational process of information systems implementation and adoption. She is particularly interested in the social and political environments in which information systems are implemented and adopted and the changes brought by the information systems to those environments. Her recent research focuses on E-Commerce in particular consumer's use of the Internet and Social Media as means of gathering information during the decision making process. Angela is working currently working with her PhD students on the topic of strategic adoption of Business to Business (B2B) among Chinese SMEs and eGovernment project in Saudi Arabia. She has published her work in European Journal of Information Systems, Journal of Information Management, and Journal of Global Information Management.
Section 1: CIS Design

Chapter 1
Consumer Information Systems Development:
Tuunanen Tuure (University of Jyväskylä, Finland)
Myers Michael D. (The University of Auckland, New Zealand)
Cassab Harold (The University of Auckland, New Zealand)

Chapter 2
Consumer Information Systems as Services:
Bastek Martin (The University of Auckland Business School, New Zealand)
Tuunanen Tuure (University of Jyväskylä, Finland)
Gardner Lesley (The University of Auckland Business School, New Zealand)

Chapter 3
A Service-Oriented Approach towards Real Time Financial News Analysis
Robertson Calum S. (University of New South Wales, Australia; Smart Services CRC, Australia & Sirca, Australia)
Rabhi Fethi A. (University of New South Wales, Australia & Smart Services CRC, Australia)
Peat Maurice (University of Sydney, Australia & Sirca, Australia)

Section 2: Business Use of CIS

Chapter 4
Social Media Marketing:
Constantinides Efthymios (University of Twente, The Netherlands)

Chapter 5
Value Co-Creation in Cloud Services
Rashid Ammar (Auckland University of Technology, New Zealand)
Wang William Yu Chung (Auckland University of Technology, New Zealand)
Tan Felix B (Auckland University of Technology, New Zealand)

Chapter 6
Customer Involvement through Online Communities
Sasinovskaya Olga (Jönköping International Business School, Sweden)
Anderson Helén (Jönköping International Business School, Sweden)

Chapter 7
The Strategic Value of Consumer Information Systems:
Scifleet Paul (Charles Sturt University, Australia)
Lin Angela (University of Sheffield, UK)

Section 3: Consumer Use of CIS

Chapter 8
Web Experience Effects in a Virtual Shopping Interaction Environment
Lorenzo-Romero Carlota (University of Castilla-La Mancha, Spain)
Constantinides Efthymios (University of Twente, The Netherlands)
Gómez-Botja Miguel Angel (University of Castilla-La Mancha, Spain)

Chapter 9
Electronic Word-of-Mouth (eWOM) and Its Influence on Book Purchasing Decisions:
Lin Angela (University of Sheffield, UK)
Foster Jonathan (University of Sheffield, UK)

Chapter 10
What Do Chinese Fashion Consumers Talk about when They Talk about Fashion?
Foster Jonathan (University of Sheffield, UK)

Section 4: Conclusion

Chapter 11
Valorising the Cultural Content of the Commodity:
Foster Jonathan (University of Sheffield, UK)

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: ________________________________