



E-Business Innovation and Process Management

In Lee, Western Illinois University, USA

E-business research is currently one of the most active research areas. With the rapid advancement in information technologies, e-business is growing in significance and is having a direct impact upon ways of doing business. As e-business becomes one of the most important areas in organizations, researchers and practitioners need to understand the implications of many technological and organizational changes taking place.

Advances in E-Business Research: E-Business Innovation and Process Management provides researchers and practitioners with valuable information on recent advances and developments in emerging e-business models and technologies. This book covers a variety of topics, such as e-business models, e-business strategies, online consumer behavior, e-business process modeling and practices, electronic communication adoption and service provider strategies, privacy policies, and implementation issues.

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“Advances in E-Business Research: E-Business Innovation and Process Management provides researchers, professionals, and educators with the most current research on e-business trends, technologies, and practices.”
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About the Editor

In Lee is an associate professor in the Department of Information Management and Decision Sciences in the College of Business and Technology at Western Illinois University. He received his MBA from the University of Texas at Austin and Ph.D. from University of Illinois at Urbana-Champaign. He is a member of IRMA, Informs, and ACM. His current research interests include e-business technology development and management, agent-oriented enterprise modeling, and intelligent simulation systems.

This book:

- Provides researchers, professionals, and educators with the most current research on e-business trends, technologies, and practices.
- Discusses various e-business models
- Addresses e-business strategies and consumer behavior model
- Evaluates various electronic communication adoption and service provider strategies
- Explores privacy policies and implementation issues

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