Preface ........................................................................................................................................... vii

Chapter I
Managing Online Customer Service Operations .............................................................. 1
    David Barnes, Royal Holloway, University of London, UK
    Matthew Hinton, Open University Business School, UK

Chapter II
Firm Value Effects of Web Site Redesign ................................................................. 20
    Raquel Benbunan-Fich, Baruch College, CUNY, USA
    Eliezer M. Fich, Drexel University, USA

Chapter III
Jurisdiction in B2C E-Commerce Dispute within European Union ................. 42
    Ong Chin Eang, Monash University, Malaysia

Chapter IV
Failures of B2C Retailing: A Services Industry View ...................................... 60
    Anil M. Pandya, Northeastern Illinois University, USA
    Nikhil Dholakia, University of Rhode Island, USA

Chapter V
Inducing Online Trust in E-Commerce: Empirical Investigations on
Web Design Factors ...................................................................................................... 74
    Ye Diana Wang, George Mason University, USA
    Henry H. Emurian, University of Maryland, Baltimore County (UMBC), USA
Chapter VI
Public Perception—A Newspaper Medium Perspective: E-Commerce in
Australian Manufacturing (Revisited) ................................................................. 101
   Jing Gao, University of South Australia, Australia

Chapter VII
Netrepreneur Simulation: The Development of Realism in Virtual
E-Entrepreneurship Learning ............................................................................ 136
   Salim Jiwa, The Manchester Metropolitan University, UK
   Dawn Lavelle, University of the Arts London, UK
   Arjun Rose, University of the Arts London, UK

Chapter VIII
Conceptualizing Failed B2C Dotcoms as Innovation Failures ...................... 168
   Anil M. Pandya, Northeastern Illinois University, USA
   Nikhilesh Dholakia, University of Rhode Island, USA

Chapter IX
Implementation of Privacy Protection Policies: An Empirical Perspective ...... 187
   Noushin Ashrafi, University of Massachusetts, USA
   Jean-Pierre Kuilboer, University of Massachusetts, USA

Chapter X
Design Considerations in the Development of an Online Course in
E-Business ........................................................................................................... 205
   Wing Lam, U21 Global, Singapore

Chapter XI
E-Recruiting System Development and Architecture ..................................... 234
   In Lee, Western Illinois University, USA

Chapter XII
Lessons Learned from EDI and Its Impact on Institutional Trust in
Electronic Marketplaces .................................................................................... 258
   Pauline Ratnasingam, University of Central Missouri, USA
   David Gefen, Drexel University, USA
   Paul A. Pavlou, University of California, Riverside, USA

Chapter XIII
Digital Watermarking and Its Impact on Intellectual Property Limitation
for the Digital Age .............................................................................................. 275
   Tino Jahnke, University of Cooperative Education Heidenheim, Germany
   Juergen Seitz, University of Cooperative Education Heidenheim, Germany