Preface

The constantly changing landscape of Banking, Finance, and Accounting challenges experts and practitioners to stay apprized of the field’s most up-to-date research. That is why Business Science Reference is pleased to offer this three-volume reference collection that will empower students, researchers, and academicians with a strong understanding of critical issues within Banking, Finance, and Accounting by providing both broad and detailed perspectives on cutting-edge theories and developments in the field. This collection is designed to act as a single reference source on conceptual, methodological, organizational, and managerial issues, as well as provide insight into emerging trends and future opportunities within the discipline.

Banking, Finance, and Accounting: Concepts, Methodologies, Tools, and Applications is organized into six distinct sections that provide comprehensive coverage of important topics. The sections are (1) Fundamental Concepts and Theories, (2) Development and Design Methodologies, (3) Organizational and Social Implications, (4) Managerial Impact, (5) Critical Issues, and (6) Emerging Trends. The following paragraphs provide a summary of what readers may expect from this invaluable reference tool.

Section 1, “Fundamental Concepts and Theories,” opens this three-volume set with a look at Banking, Finance, and Accounting in a modern, global context. The first chapter, Project Initiation by Claudia Weninger and Martina Huemann, considers project management in the financial industry, and how careful consideration of values and consequences at the outset of a project can lead to greater rewards later. Additional chapters in this section discuss banking around the world, featuring countries such as India (Causality between Credit Deposit Ratio and Credit Share in Major Indian States during 1972 -2008 by Ramesh Chandra Das and Soumyananda Dinda), the United States (The State-Based Factors Affecting Inward FDI Employment in the U.S. by Lucyna Kornecki and E. M. Ekanayak), and the Arab world (The Situation of Knowledge Economy in the Arab and EEE Regions by Daniel Pele), among others. Additionally, this section covers topics related to technology and security and risk management, as seen in chapters such as IT Security Governance in E-banking by Theodosios Tsiakis, Theodoros Kargidis, and Aristeidis Chatzipoulidis, and Factors Driving Value Creation in Online B2B Banking by Jung-Yu Lai, Khire Rushikesh Ulhas, Ching-Tsung Lin, and Chorng-Shyong Ong.

Section 2, “Development and Design Methodologies,” covers some of the most cutting-edge tools and techniques used by professionals in the fields of Banking, Finance, and Accounting. The section opens with several chapters discussing the prediction of risk in markets predicated on consumer behavior, including Drop-Out Risk Measurement of E-Banking Customers by Juan Lara-Rubio, Myriam Martínez-Fiestas, and Antonio M. Cortés-Romero, and Modeling the FX Market Traders’ Behavior by Monira Aloud, Edward Tsang, and Richard Olsen. From investor management, this section moves on to the topics of predictive analytics and portfolio management for bankers and investors. Notable chapters include A Conceptual Framework for Online Stock Trading Service Adoption by Alireza Abroud, Yap Voon Choong, and Saravanan Muthaiyah, and International Stock Investment Portfolio Management...
Strategies for Emerging Economies by H. Cem Sayin and Sinan Çakan, two chapters that provide insight into the nuanced inner workings of finance and investment. Finally, the section concludes with chapters on ICT tools for risk management, such as Multi-Agent Financial Network (MAFN) Model of US Collateralized Debt Obligations (CDO) by Sheri M. Markose, Bewaji Oluwasegun, and Simone Giansante—a discussion critical to the prevention of and recovery from financial crisis.

Section 3, “Organizational and Social Implications,” considers risk in Banking, Finance, and Accounting, and how the human element of financial decision-making can both support and hinder the process. This section begins with The Global Financial Crisis and Central Bank Speak by Pierre L. Siklos, a chapter that considers how banks and their customers interact today compared to before the recent global financial crisis. To prevent a similar collapse, banks and other financial institutions must learn to take investors and consumers better into account when making decisions and analyzing risk, a concept well-documented in the chapters of this section, which include Banks and People in the Development Process by Atanu Sengupta and Sanjoy De; Understanding Security in Consumer Adoption of Internet Banking by Normalini M. K. and T. Ramaya; and Mutual Fund Performance and Investor’s Perception by Anindita Adhikary, Bedanta Bora, and Jitendra Kumar. The chapters in this section also investigate banking from a global perspective, as in the chapters The Behavior Intention of Tunisian Banks’ Customers on using Internet Banking by Lanouar Charfeddine and Wadie Nasri, and Leveraging Technology Options for Financial Inclusion in India by Shalu Chopra, Rajeev Dwivedi, and Arun Mohan Sherry.

Section 4, “Managerial Impact,” presents strategies, methods, and words of caution for managers and organizational leaders invested in Banking, Finance, and Accounting institutions. The first few chapters in this section discuss risk management, including how to avoid risk and how to mitigate risk when risk is unavoidable. Notable chapters include Modern Risk Management Techniques in Banking Sector by Okan Acar and Aslı Beyhan Acar, An Investigation into the Risk of Construction Projects Delays in the UAE by Omayma Motaleb and Mohammed Kishk, and Computing Skills in Forecasting for Liquidity Risk Management in the Indian Banking Industry by Rituparna Das. Part of managing risk is understanding consumer behavior, so customer relation management is an important element of banking and finance for managers to take into consideration. This topic is discussed in, among others, the chapters The Role of Relational Mediators in the CRM-Performance Link by Chandrasekaran Padmavathy and Managing Customer Knowledge in Service Economy by Satyendra C. Pandey, Mahendra Kumar Shukla, and Upendra K. Maurya. This section concludes by offering managers insight into corporate investment strategies and estimating value, a primary focus of Section Five.

Section 5, “Critical Issues,” explores and evaluates strategies and tricks-of-the-trade in Banking, Finance, and Accounting for institutions around the world. The majority of the chapters in this section have a particular regional focus, an invaluable resource for managers and decision-makers looking to invest in counties around the world. An Uncertain Decision Making Process Considering Customers and Services in Evaluating Banks by Fatemeh Akbari, Hamed Fazlollahtabar, and Iraj Mahdavi (Iran); Does Geography Matter? by Bin Zhou (US); A Diagnosis of the Determinants of Dividend Payout Policy in India by Rajesh Kumar and Pawan Kumar Jha; and Determinants of Behavioral Intention to Mobile Banking in Arab Culture by Abdullah Rashed and Henrique M.D. Santos all discuss banking and investment with case studies and regional analyses pertinent to specific countries and cultures. This section also includes chapters with a technological focus, such as The Adoption Process of Payment Cards by Biliana Alexandrova-Kabadjova, Sara G. Castellanos Pascacio, and Alma L. García-Almanza, a chapter that offers a transition into the next section’s focus on recent innovations and their impact on the industry.
Section 6, “Emerging Trends,” focuses on the new technologies and investment strategies that have become a prevalent part of Banking, Finance, and Accounting in the wake of the recent global economic crisis. One notable topic covered in this section is international banking, including how new business models and technologies can aid in foreign investment. *The Role of Social Media Strategies in Competitive Banking Operations Worldwide* by Nurdan Oncel Taskiran, Recep Yilma, and Nursel Bolat discusses how an interconnected society impacts financial decisions, while *XBRL* by Chunhui Liu focuses on a specific digital tool used in international negotiations and business transactions. Another topic covered in this section is computing, with several chapters discussing new computer technologies that can assist in predictive analytics, risk management, and customer relationship management. The section concludes with a look to the future in the form of several emerging technologies that promise to revolutionize the banking industry, including *The Use of Simulations as an Analytical Tool for Payment Systems* by Martin Diehl, a chapter that considers how managers and leaders can improve the accuracy of the data utilized in making critical business decisions across the globe.

As a comprehensive collection of research on current findings related to the development of interdisciplinary technologies, *Banking, Finance, and Accounting: Concepts, Methodologies, Tools, and Applications* provides researchers, administrators, and all audiences with a complete understanding of the latest advances, applications, and concepts in Banking, Finance, and Accounting. Although the primary organization of the contents in this multi-volume work is based on its six sections, offering a progression of coverage on the important concepts, methodologies, social issues, managerial considerations, critical concerns, and emerging trends, the reader can also identify specific content by utilizing the extensive indexing system found at the end of each volume. Given the vast number of issues concerning usage, successes and failures, policies, strategies, and applications of Banking, Finance, and Accounting in countries around the world, *Banking, Finance, and Accounting: Concepts, Methodologies, Tools, and Applications* addresses the demand for a resource that encompasses the most pertinent research on the technologies being employed to globally bolster the knowledge and implementation of Banking, Finance, and Accounting.