Preface

The constantly changing landscape of Economics makes it challenging for experts and practitioners to stay informed 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 Economics by providing both broad and detailed perspectives on cutting-edge theories and developments. This reference is designed to act as a single reference source on conceptual, methodological, technical, and managerial issues, as well as provide insight into emerging trends and future opportunities within the discipline.

*Economics: 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) Tools and Technologies, (3) Frameworks and Methodologies, (4) Cases and Applications, (5) Issues and Challenges, and (6) Emerging Trends. The following paragraphs provide a summary of what to expect from this invaluable reference tool.

Section 1, *Fundamental Concepts and Theories*, serves as a foundation for this extensive reference tool by addressing crucial theories essential to the understanding of Economics. Introducing the book is “Online Delivery of Introductory Economics Content in the United States,” written by Thomas Scheiding, a great foundation laying the groundwork for the basic concepts and theories that will be discussed throughout the rest of the book. Another chapter of note in Section 1 is titled “Perceptions and Framing of Risk, Uncertainty, Loss, and Failure in Entrepreneurship” by Kimberly M. Green. Section 1 concludes, and leads into the following portion of the book with a nice segue chapter, “Sustainability and Entrepreneurship: Fostering Indigenous Entrepreneurship in the Brazilian Amazon Region” by Raul Gouvea. Where Section 1 leaves off with fundamental concepts, Section 2 discusses tools and technologies in place for Economics.

Section 2, *Tools and Technologies*, presents extensive coverage of the various tools and technologies used in the implementation of Economics. Section 2 begins where Section 1 left off, though this section describes more concrete tools at place in the modeling, planning, and applications of Economics. The first chapter, “Enabling IT Innovation through Soft Systems Engineering” by Marcel Jacques Simonette and Edison Spina, lays a framework for the types of works that can be found in this section, a perfect resource for practitioners looking for the types of technologies currently in practice in Economics. Section 2 is full of excellent chapters like this one, including such titles as “Crowdsourcing for Transcultural Marketing and Innovation” by Rauno Rusko, and “Incremental and Radical Service Innovation in Living
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“Labs” by Seppo Leminen and Mika Westerlund, to name a couple. Where Section 2 described specific tools and technologies at the disposal of practitioners, Section 3 describes frameworks and methodologies within the field.

Section 3, Frameworks and Methodologies, presents in-depth coverage of the conceptual design and architecture of Economics. Opening the section is “The Entrepreneur as Strategist and Improviser: Subject of Activity and Object of Understanding” by Kiril Todorov. This section is vital for developers and practitioners who want to measure and track the progress of Economics through the multiple lens of parametric design. Through case studies, this section lays excellent groundwork for later sections that will get into present and future applications for Economics, including, of note: “Open Business Intelligence for Better Decision-Making” by Jorge Bernardino. The section concludes with another excellent work on sequence design, titled “Successful Internet Entrepreneurs Don’t Have To Be College Dropouts: A Model for Nurturing College Students to Become Successful Internet Entrepreneurs” written by Sonya Zhang.

Section 4, Cases and Applications, describes how the broad range of Economics efforts has been utilized and offers insight on important lessons for their applications and impact. The first chapter in the section is titled “Applying Open Innovation Strategies to eGovernment for Better Public Services” by Georgousopoulos Christos, Ziouvelou Xenia, Ramfos Antonis, Kokkinakos Panagiotis, Anshu Jain, G. R. Gangadharan, and Taher Yehia. Section 4 includes the widest range of topics because it describes case studies, research, architectures, theory, analysis, and guides for implementation. Other chapters to note are “Gender, Entrepreneurship, and Informal Markets in Africa: Understanding How Ghanaian Women Traders Self-Organize with Digital Tools” by Janet D. Kwami; “Entrepreneurship Factor in Institutional Development: A Case Study of Ghana Institute of Management and Public Administration (GIMPA)” by Eva Esther Shalin Ebenezer and Timothy W. Y. A. Adei; and “The Impact of Corruption on Entrepreneurship” by Gil Avnimelech and Yaron Zelekha. The breadth of topics covered in the chapter is also reflected in the diversity of its authors, from countries all over the globe. Section 4 concludes with an excellent view of a case study in a new program, “The Social Role of University Entrepreneurship” by Carmen Paunescu and Ramona Cantaragiu.

Section 5, Issues and Challenges, presents coverage of academic and research perspectives on Economics tools and applications. The section begins with “Social e-Entrepreneurship, Employment, and e-Learning” by Mediha Tezcan. The section concludes with “The Entrepreneurial Manager: Challenges in Forming Key Competencies” by Kostadin Kolarov, a great transitional chapter between Sections 5 and 6 because it examines an important trend going into the future of the field.

Section 6, Emerging Trends, highlights areas for future research within the field of Economics, opening with “Diaspora Entrepreneurship: New Directions in Enterprise Development” by Sanya Ojo. Section 6 contains chapters that look at what might happen in the coming years that can extend the already staggering amount of applications for Economics. The final chapter of the book looks at an emerging field within Economics, in the excellent contribution written by Luca Ganzerla, Cinzia Colapinto, and Elena Rocco, “The Open Innovation Paradigm: Can Digital Storytelling Generate Value for the Educational Field?”

Although the primary organization of the contents in this multi-volume work is based on its six sections, offering a progression of coverage of the important concepts, methodologies, technologies, applications, social issues, and emerging trends, the reader can also identify specific contents by utilizing the
extensive indexing system listed at the end of each volume. As a comprehensive collection of research on the latest findings related to using technology to providing various services, Economics: Concepts, Methodologies, Tools and Applications, provides researchers, administrators, and all audiences with a complete understanding of the development of applications and concepts in Economics. Given the vast number of issues concerning usage, failure, success, policies, strategies, and applications of Economics in countries around the world, Economics: Concepts, Methodologies, Tools and Applications addresses the demand for a resource that encompasses the most pertinent research in technologies being employed to globally bolster the knowledge and applications of Economics.