Preface

There is a general consensus that the innovative utilization of Internet and other information and communication technologies in the banking sector has resulted in emergence of e-banking phenomenon. E-banking has been known as the most important field in the e-society. So the formation of economical and social processes in e-society such as e-commerce, e-business, e-government, e-services, e-collaboration and so on, depends on getting access to certain bases of e-banking. From theoretical perspective, e-banking is not a single, stand-alone discipline, but a confluence of several disparate fields such as finance, information technology, communication technology, computer science and marketing science. According to recent evolutions in E-banking world, it's time for all researchers and practitioners to provide both a theoretical and practical approaches to e-banking phenomenon. So a scholarly publication in this field is of a great importance and it will expand the field of research.

The main objective of this book is to provide an opportunity to researchers and practitioners to advance the knowledge and practice of all facets of electronic banking. Emerging e-banking theories, technologies, strategies, and challenges are emphasized to stimulate and disseminate cutting-edge information into research, business, and banking communities in a timely fashion. The secondary objective of this publication is to develop a comprehensive framework of e-banking by taking a multidisciplinary approach to understanding its implications on traditional banks, businesses and economies.

ORGANIZATION OF THE BOOK

The book contains ten chapters written by professional researchers coming from the field of academic and industry. The chapters have been organized into four interrelated sections.

Section 1: The E-Banking Evolution

The chapters in this section make an overview of the e-banking evolution.

Chapter 1. The chapter titled “Global E-Banking Trends: Evolution, Challenges and Opportunities” authored by Adapa attempts to provide a comprehensive explanation of what e-banking is, the evolution of e-banking, existing trends of e-banking in developed, developing and newly industrialized nations, future directions for further possible research and concluding remarks. The content provided in this chapter would be useful for existing and potential banks to better understand the global e-banking trends and thus aid in the effective formulation of channel management strategies and reap the benefits out of it.
Chapter 2. The chapter titled “Improving E-Society through E-Banking” authored by Shanmugam and Supramaniam. According to the authors, nowadays, e-banking have gained increasing popularity in delivering online services for e-society. However, prior to the implementation of e-banking, several factors and best practices must be identified to ensure a more efficient execution of e-banking services towards the development of e-society. E-banking factors are found to have a significant effect on the success of e-society. This chapter has focused on factors which could determine the development of e-society through e-banking.

Section 2: The E-Banking Strategies

Chapters introduce strategies appropriate to increasing the effectiveness of the operation of e-banking.

Chapter 3: The chapter titled “Electronic Banking as a Strategy for Customer Service Improvement in The Developing Economy” authored by Mobarek and attempts to present a brief review of E-banking services as a strategic tool especially in the developing economies.

Chapter 4: The chapter titled “Factors Influencing KM Strategic Alignment in The Banking Sector: The Case of Persian Gulf Countries” authored by Al-Ammary and tries to investigate the effect of some factors on KM Strategic Alignment between KM and business strategy in the banking sector at Persian Gulf Countries.

Chapter 5: The chapter titled “Internet Banking Strategy in a Highly Volatile Business Environment: The Nigerian Case” authored by Ezeoha. This chapter summarizes the structural and regulatory challenges in the Nigerian banking system. It represents and relates the country’s socioeconomic conditions with its Internet business reputation; and lays down past regulatory and global efforts to control the menace of the Nigerian version of Internet frauds.

Section 3: The E-Banking Models

Two chapters in this section deal with conceptual models of Internet Banking.

Chapter 6: The chapter titled “Business Model of Internet Banks” authored by Sahut and attempts to study the “e-Business Model” of Internet-primary banks and to determine if it can perform better than the “Business Model” of a traditional bank.

Chapter 7: The chapter titled “Toward a Conceptual Framework for Recognition and Analysis of Effective Factors in Successful Implementation of Electronic Banking” authored by Hosseini and Ghorbani. This chapter examines the factors that can speed up the successful implementation of electronic banking innovations in the Iran’s country.

Section 4: The E-Banking Technologies

The Modern Banking Technologies and Anonymous and Non-Repudiation E-Payment Protocols are introduced in this section.

Chapter 8: The chapter titled “Introduction to Modern Banking Technology and Management” authored by Ravi. This chapter introduces Banking Technology as a confluence of several disparate disciplines such as Finance (including risk management), Information technology, Computer Science, Communication technology and marketing science.
Chapter 9: The chapter titled “Application of RFID Technology in Banking Sector” authored by Ghorbani, Forozandeh and Aliahmadi attempts to study the Applications of RFID Technology in Banking Sector.

Chapter 10: The chapter titled “Anonymous and Non-Repudiation E-Payment Protocol” authored by Aboud. In this chapter the author suggest an efficient protocol for e-payment scheme that offers a good level of security with appreciate to its efficiency. The proposed protocol prevents the blind office and the bank from impersonate an entity, so that the entity could not repudiate it when the entity misused a coin.

The editors hope that book will be a useful summary of current studies on the e-banking evolution, strategies, models and technologies.

Mohammad Ali Sarlak
Asghar Abolhasani Hastiani
Editors