Volume I

Section I. Fundamental Concepts and Theories

This section serves as a foundation for this exhaustive reference tool by addressing crucial theories essential to the understanding of global business. Chapters found within these pages provide an excellent framework in which to position global business within the field of information science and technology. Insight regarding the critical incorporation of global measures into global business is addressed, while crucial stumbling blocks of this field are explored. With a little over 10 chapters comprising this foundational section, the reader can learn and choose from a compendium of expert research on the elemental theories underscoring the global business discipline.

Chapter 1.1. Marketing Strategy, Technology and Modes of Entry in Global Retailing

Rajagopal, Monterrey Institute of Technology and Higher Education, ITESM, Mexico


Lior Fink, Ben-Gurion University of the Negev, Israel

Chapter 1.3. Virtual Corporations

Sixto Jesús Arjonilla-Domínguez, Freescale Semiconductor, Inc., Spain
José Aurelio Medina-Garrido, Cadiz University, Spain

Chapter 1.4. E-Business Strategy in Franchising

Ye-Sho Chen, Louisiana State University, USA
Chuanlan Liu, Louisiana State University, USA
Qingfeng Zeng, Shanghai University of Finance and Economics, China

Chapter 1.5. E-Business Strategy and Firm Performance

Jing Quan, Perdue School of Business, USA
Chapter 1.6. Conservation of Information and e-Business Success and Challenges: A Case Study

Huilien Tung, Auburn University, USA
Hsiang-Jui Kung, Georgia Southern University, USA
Désirée S. Lawless, Woodward, USA
Donald A. Sofge, Naval Research Laboratory, USA
William F. Lawless, Paine College, USA

Chapter 1.7. Demand Driven Web Services

Zhaohao Sun, University of Ballarat, Australia
Dong Dong, Hebei Normal University, China
John Yearwood, University of Ballarat, Australia

Chapter 1.8. Between Supply and Demand: Coping with the Impact of Standards Change

Tineke M. Egyedi, Delft University of Technology, The Netherlands

Chapter 1.9. Engagement, Immersion, and Learning Cultures: Project Planning and Decision Making for Virtual World Training Programs

Christopher Keesey, Ohio University, USA
Sarah Smith-Robbins, Indiana University, USA

Chapter 1.10. Learning Space in Virtual Environments: Understanding the Factors Influencing Training Time

M. Kyritsis, Brunel University, UK
S. R. Gulliver, University of Reading, UK
S. Morar, Consultant, UK

Chapter 1.11. Business Analytics Success: A Conceptual Framework and an Application to Virtual Organizing

Hindupur Ramakrishna, University of Redlands, USA
Avijit Sarkar, University of Redlands, USA
Jyoti Bachani, University of Redlands, USA

Chapter 1.12. An Overview of International Intellectual Capital (IC) Models and Applicable Guidelines

Tomás M. Bañegil Palacios, University of Extremadura, Spain
Ramón Sanguino Galván, University of Extremadura, Spain

Chapter 1.13. Business Models and Organizational Processes Changes

Helena Halas, SETCCE, Slovenia
Tomaž Klobučar, Jožef Stefan Institute & SETCCE, Slovenia

Chapter 1.14. Guidelines for Preparing Organizations in Developing Countries for Standards-Based B2B

Lena Aggestam, University of Skövde, Sweden
Eva Söderström, University of Skövde, Sweden
Section II. Development and Design Methodologies

This section provides in-depth coverage of conceptual architecture frameworks to provide the reader with a comprehensive understanding of the emerging technological developments within the field of global business. Research fundamentals imperative to the understanding of developmental processes within information/knowledge management are offered. From broad examinations to specific discussions on electronic tools, the research found within this section spans the discipline while offering detailed, specific discussions. From basic designs to abstract development, these chapters serve to expand the reaches of development and design technologies within the global business community. This section includes more than 15 contributions from researchers throughout the world on the topic of global business.

Chapter 2.1. Building Business Value in E-Commerce Enabled Organizations: An Empirical Study
M. Adam Mahmood, University of Texas at El Paso, USA
Leopoldo Gemoets, University of Texas at El Paso, USA
Laura Lunstrum Hall, University of Texas at El Paso, USA
Francisco J. López, Macon State College, USA

Chapter 2.2. Enhancing the Preparedness of SMEs for E-Business Opportunities by Collaborative Networks
Heiko Duin, BIBA Bremer Institut für Produktion und Logistik GmbH, Germany
Klaus-Dieter Thoben, BIBA Bremer Institut für Produktion und Logistik GmbH, Germany

Chapter 2.3. An Information Technology Planning Framework for an Industry Cluster
Albert Wee Kwan Tan, National University of Singapore, Singapore

Chapter 2.4. Linking Information Technology, Knowledge Management, and Strategic Experimentation
V. K. Narayanan, Drexel University, USA

Chapter 2.5. Collaborative Enterprise Architecture for Municipal Environments
Leonidas G. Anthopoulos, Hellenic Ministry of Foreign Affairs, Greece

Timothy Biggert, IBM Global Business Services, USA
Kumal Suryavanishi, IBM Global Business Services, USA
Ryan Kobb, IBM Global Business Services, USA

Chapter 2.7. An Application of Multi-Criteria Decision-Making Model to Strategic Outsourcing for Effective Supply-Chain Linkages
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An Liu, University of Science & Technology of China, China & City University of Hong
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Qing Li, City University of Hong Kong, China & CityU-USTC Advanced Research
Institute, China
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Advanced Research Institute, China

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David Rawlinson, Central Washington University, USA
Xingguo Zhang, Aging and Disability Service Administration, USA

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Angel García-Crespo, Universidad de Carlos III, Spain
Cristina Casado-Lumbreras, Universidad Complutense, Spain

Chapter 3.6. E-Recruitment in Emerging Economies
Pramila Rao, Marymount University, USA

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Chapter 3.7. E-Logistics: The Slowly Evolving Platform Underpinning E-Business
Kim Hassall, University of Melbourne, Australia

Chapter 3.8. E-Business Perspectives through Social Networks
Mahesh Raisinghani, Texas Women’s University, USA
Elon Marques, University of Dallas, USA

Chapter 3.9. Designing E-Business Applications with Patterns for Computer-Mediated Interaction
Stephan Lukosch, Delft University of Technology, The Netherlands
Till Schümmer, FernUniversität in Hagen, Germany

Chapter 3.10. Business Artifacts for E-Business Interoperability
Youakim Badr, INSA-Lyon, France
Nanjangud C. Narendra, IBM Research India, India
Zakaria Maamar, Zayed University, UAE

Chapter 3.11. Adaptive Web Presence and Evolution through Web Log Analysis
Xueping Li, University of Tennessee, USA

Chapter 3.12. On-Line Credit Card Payment Processing and Fraud Prevention for E-Business
James G. Williams, University of Pittsburgh, USA
Wichian Premchaiswadi, Siam University, Thailand

Chapter 3.13. Achieving Electric Restoration Logistical Efficiencies During Critical Infrastructure Crisis Response: A Knowledge Management Analysis
Teresa Durbin, San Diego Gas and Electric, USA
Murray E. Jennex, San Diego State University, USA
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John Karat, IBM Research, USA
Jorge Lobo, IBM Research, USA
Robert Craven, Imperial College, UK
Emil Lupu, Imperial College, UK
Jiefei Ma, Imperial College, UK
Alessandra Russo, Imperial College, UK
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Corrado lo Storto, Università di Napoli Federico II, Italy
Section IV. Utilization and Application

This section discusses a variety of applications and opportunities available that can be considered by practitioners in developing viable and effective global business programs and processes. This section includes over 25 chapters that review numerous business aspects, such as IT diffusion, e-human resource management, and e-commerce development. Also explored in this section is the use of organizational learning during operational change in business. Contributions included in this section provide excellent coverage of today's business community and how research into global business is impacting the social fabric of our present-day global village.

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Sivagnanasundaram Manikavasagam, NITT-National Institute of Technology Tiruchirappalli, India
Chapter 4.16. The Critical Success Factors and Integrated Model for Implementing E-Business in Taiwan’s SMEs

Te Fu Chen, Graduate Institute of Central Asia, Chin Yung University, Taiwan

Chapter 4.17. E-Commerce Development in China: An Exploration of Perceptions and Attitudes

Antonis C. Stylianou, University of North Carolina at Charlotte, USA
Stephanie S. Robbins, University of North Carolina at Charlotte, USA
Pamela Jackson, Fayetteville State University, USA

Chapter 4.18. Dynamic Maintenance in ChinaGrid Support Platform

Hai Jin, Huazhong University of Science and Technology, China
Li Qi, Huazhong University of Science and Technology, China
Jie Dai, Huazhong University of Science and Technology, China
Yaqin Luo, Huazhong University of Science and Technology, China

Chapter 4.19. Engineering Design at a Toyota Company: Knowledge Management and the Innovative Process

Darius Mehri, University of California - Berkeley, USA

Chapter 4.20. The Internet and SMEs in Sub-Saharan African Countries: An Analysis in Nigeria

Princely Ifinedo, University of Jyväskylä, Finland

Chapter 4.21. E-Business and Nigerian Financial Firms Development: A Review of Key Determinants

Uchenna Cyril Eze, Multimedia University, Malaysia

Chapter 4.22. Lessons Learned from the NASA Astrobiology Institute

Lisa Faithorn, NASA Ames Research Center, USA
Baruch S. Blumberg, Fox Chase Cancer Center, USA

Chapter 4.23. Influencing Factors and the Acceptance of Internet and E-Business Technologies in Maritime Canada’s SMEs: An Analysis

Princely Ifinedo, Cape Breton University, Canada

Chapter 4.24. An Analysis of the Latin American Wireless Telecommunications Market Portfolios of Telefonica and America Movil

Steven R. Powell, California State Polytechnic University, USA

Chapter 4.25. Exploring Organizational Learning and Knowledge Exchange through Poetry

Louise Grisoni, Bristol Business School, UK
Chapter 4.26. Hybrid Value Creation in the Sports Industry: The Case of a Mobile Sports Companion as IT-Supported Product-Service-Bundle

Jan Marco Leimeister, Kassel University, Germany
Uta Knebel, Technische Universitaet Muenchen, Germany
Helmut Krcmar, Technische Universitaet Muenchen, Germany

Chapter 4.27. Management Information System in Higher Education

Juha Kettunen, Turku University of Applied Sciences, Finland

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Section V. Organizational and Social Implications

This section includes a wide range of research pertaining to the social and organizational impact of global business around the world. Chapters introducing this section critically analyze interoperability, collaboration, synergy and interpersonal communication/knowledge sharing. Additional chapters included in this section look at trust and tension in telework practices, which has been recognized as one of the main causes of the collapse of a large number of dot-com companies. With 20 chapters the discussions presented in this section offer research into the integration of global business as well as implementation of ethical considerations for all organizations.

Chapter 5.1. Business Relationships and Organizational Structures in E-Business

Fang Zhao, Royal Melbourne Institute of Technology, Australia

Chapter 5.2. Exploring the Link between Flexible Work and Organizational Performance

Eva Rimbau-Gilabert, Open University of Catalonia (UOC), Spain

Chapter 5.3. E-Business Interoperability and Collaboration

Alexander Kipp, High Performance Computing Center Stuttgart, Germany
Lutz Schubert, High Performance Computing Center Stuttgart, Germany

Chapter 5.4. Assessing Relational E-Strategy Supporting Business Relationships

Anne-Marie Croteau, Concordia University, Canada
Anne Beaudry, Concordia University, Canada
Justin Holm, Concordia University, Canada

Chapter 5.5. Collaborative Synergy and Leadership in E-Business

Kenneth David Strang, Central Queensland University, Australia

Chapter 5.6. Collaborative Learning Experiences in Teaching of E-Business Management

Wael Assaf, Scuola Superiore ISUFI - University of Salento, Italy
Gianluca Elia, Scuola Superiore ISUFI - University of Salento, Italy
Ayham Fayyoumi, Scuola Superiore ISUFI - University of Salento, Italy
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This section presents contemporary coverage of the social implications of global business, more specifically related to the corporate and managerial utilization of strategy and resource planning. Core ideas such as training and continuing education of human resources in modern organizations are discussed throughout these chapters. Issues, such as a conceptual model to show how managers evaluate internal (relative advantage and compatibility of adopting an innovation) and external (competitive pressure and partner conflict) determinants that affect the intention to adopt technological innovations in global business, are discussed. Equally as crucial, chapters within this section discuss how low-cost Internet commercialization has led to much more widespread adoption of inter-organizational information systems. Also in this section is a focus on finding a solution to deal with Internet empowered customers and to learn how to apply technologies demanded in the new digital economy.

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Section VII. Critical Issues

This section contains 21 chapters addressing issues such as business as a social institution, social capital theory, advancing women in the workplace through technology, management theory, digital divide, and copyright in business, to name a few. Within the chapters, the reader is presented with an in-depth analysis of the most current and relevant issues within this growing field of study. Issues, such as the current state of cultural integration of the workplace, are discussed. Crucial questions are addressed and alternatives offered, such as the divergence between the expected and realized degrees of innovation in business to business management. Rounding out this section is a look at scientific and technological revolutions, and their implications on different institutions and enterprises.

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Duncan Timms, University of Stirling, Scotland
Sara Ferlander, Södertörn University, Sweden

Chapter 7.4. Cross-Cultural Challenges for Information Resources Management

Wai K. Law, University of Guam, Guam

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Chapter 7.5. The Role of Culture in Business Intelligence

Jore Park, IndaSea, Inc., USA
Wylci Fables, IndaSea, Inc., USA
Kevin R. Parker, Idaho State University, USA
Philip S. Nitse, Idaho State University, USA

Chapter 7.6. Contested Terrain: Place, Work and Organizational Identities

John Willy Bakke, Telenor Research and Innovation, Norway
Tom Erik Julsrud, Telenor Research and Innovation, Norway

Chapter 7.7. Evolutionary Diffusion Theory

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Section VIII. Emerging Trends

This section highlights research potential within the field of global business while exploring uncharted areas of study for the advancement of the discipline. Introducing this section are chapters that set the stage for future research directions and topical suggestions for continued debate. Discussions assessing the potential of new technologies for user authentication (verification of the user's identity) on the basis of a practical test and an analysis of trust are offered. Another debate which currently finds itself at the forefront of research is the potential development and application of a ‘Social Network Scorecard’ (SNS) managerial tool to monitor social interchanges and relationships within and across organizations in order to assess the effectiveness of knowledge networks. Found in these chapters, concluding this exhaustive multi-volume set are areas of emerging trends and suggestions for future research within this ever- and rapidly expanding discipline.

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