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 chose 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-Dominguez, 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

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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

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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
Kunal 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
N. K. Kwak, Saint Louis University, USA
Chang Won Lee, Jinju National University, Korea
Section III. Tools and Technologies

This section presents an extensive coverage of various tools and technologies available in the field of global business that practitioners and academicians alike can utilize to develop different techniques. These chapters enlighten readers about fundamental research on the many methods used to facilitate and enhance the integration of this worldwide industry by exploring the usage of such tools as supply chain design, IT strategy, and new business models, all increasingly pertinent research areas. It is through these rigorously researched chapters that the reader is provided with countless examples of the up-and-coming tools and technologies emerging from the field of global business. With more than 20 chapters, this section offers a broad treatment of some of the many tools and technologies within the global business community.

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Miguel R. Olivas-Luján, Clarion University of Pennsylvania, USA & Tecnológico de Monterrey, México
Gary W. Florkowski, Katz Graduate School of Business, USA

Chapter 4.8. The ‘Knock-on’ Effect of E-Business upon Graphic Design SMEs in South Wales
Lyndon Murphy, University of Wales Newport, UK
Joanna Jones, University of Wales Newport, UK
Huw Swayne, University of Glamorgan, UK
Brychan Thomas, University of Glamorgan, UK

Chapter 4.9. “eSME Slovenia”: Initiative and Action Plan for the Accelerated Introduction of E-Business in SMEs
Andreja Pucihar, University of Maribor, Slovenia
Gregor Lenart, University of Maribor, Slovenia

Chapter 4.10. Simulating E-Business Innovation Process Improvement with Virtual Teams Across Europe and Asia
Kenneth D. Strang, APPC International Market Research, USA & University of Central Queensland, Australia
Cliff E. L. Chan, Mitsubishi Electric, Singapore

Chapter 4.11. Organizational Learning During Changes in Estonian Organization
Ruth Alas, Estonian Business School, Estonia

Chapter 4.12. E-Business Adoption by Jordanian Banks: An Exploratory Study of the Key Factors and Performance Indicators
Ali Alawneh, Philadelphia University, Jordan
Hasan Al-Refai, Philadelphia University, Jordan
Khaldoun Batih, Philadelphia University, Jordan

Amin Ahmad Shaqrah, Alzaytoonah University of Jordan, Jordan

Chapter 4.14. Internet Adoption from Omani Organizations’ Perspective: Motivations and Reservations
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Ahlam Abdullah AlBulushi, Sultanate of Oman

Chapter 4.15. Snapshot of Personnel Productivity Assessment in Indian IT Industry
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Md Mahbubur Rahim, Monash University, Australia
Mohammad Quaddus, Curtin University, Australia
Mohini Singh, RMIT University, Australia

Chapter 5.18. Media Channel Preferences of Mobile Communities
Peter J. Natale, Regent University, USA
Mihai C. Bocarnea, Regent University, USA

Chapter 5.19. Consumer Information Sharing
Jonathan Foster, University of Sheffield, UK
Angela Lin, University of Sheffield, UK

Chapter 5.20. The Benefits of Home-Based Working’s Flexibility
Diana Benito Osorio, Universidad Rey Juan Carlos–Madrid, Spain

Section VI. Managerial Impact

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.

Alexander Baumeister, Saarland University, Germany
Alexander Floren, Saarland University, Germany

Chapter 6.2. The Impact of Labour Flexibility and HRM on Innovation
Haibo Zhou, Erasmus University Rotterdam, The Netherlands
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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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  Janette Moody, The Citadel, USA

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   R. Scott Studham, Oak Ridge National Laboratory, USA
   Robert P. Steel, University of Michigan-Dearborn, USA
   Lucy W. Gibson, eCareerFit.com & Resource Associates, USA
   Adam W. Drost, eCareerFit.com, USA

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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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