Table of Contents

Preface.................................................................................................................................................. xiv

Chapter 1
Predicting Ambulance Diversion ........................................................................................................ 1
   Abey Kuruvilla, University of Wisconsin Parkside, USA
   Suraj M. Alexander, University of Louisville, USA

Chapter 2
Hybrid Value Creation in the Sports Industry: The Case of a Mobile Sports Companion as IT-
Supported Product-Service-Bundle ................................................................................................... 11
   Jan Marco Leimeister, Kassel University, Germany
   Uta Knebel, Technische Universitaet Muenchen, Germany
   Helmut Krcmar, Technische Universitaet Muenchen, Germany

Chapter 3
Connect Time Limits and Performance Measures in a Dial-Up Modem Pool System .................... 25
   Paul F. Schikora, Indiana State University, USA
   Michael R. Godfrey, University of Wisconsin Oshkosh, USA
   Brian D. Neureuther, State University of New York, College at Plattsburgh, USA

Chapter 4
ICT Usage by Greek Accountants...................................................................................................... 46
   Efstratios C. Emmanouilidis, University of Macedonia, Greece
   Anastasios A. Economides, University of Macedonia, Greece

Chapter 5
Exploring the Adoption of Technology Driven Services in the Healthcare Industry .................... 66
   Umit Topacan, Bogazici University, Turkey
   A. Nuri Basoglu, Bogazici University, Turkey
   Tugrul U. Daim, Portland State University, USA

Chapter 6
Temporal Aspects of Information Technology Use: Increasing Shift Work Effectiveness ............. 87
   Roslin V. Hauck, Illinois State University, USA
   Sherry M. B. Thatcher, University of Louisville, USA
   Suzanne P. Weisband, University of Arizona, USA
Chapter 7
Implementation Success Model in Government Agencies: A Case of a Centralized Identification System at NASA
Yair Levy, Nova Southeastern University, USA
Theon L. Danet, NASA Langley Research Center, USA

Chapter 8
SERREA: A Semantic Management System for Retail Real Estate Agencies
Ángel García-Crespo, Universidad Carlos III de Madrid, Spain
Ricardo Colomo-Palacios, Universidad Carlos III de Madrid, Spain
Juan Miguel Gómez-Berbís, Universidad Carlos III de Madrid, Spain
Fernando Paniagua Martín, Universidad Carlos III de Madrid, Spain

Chapter 9
Mass Customisation Models for Travel and Tourism Information e-Services: Interrelationships Between Systems Design and Customer Value
Marianna Sigala, Democritus University, Greece

Chapter 10
Technology Fears: A Study of e-Commerce Loyalty Perception by Jordanian Customers
Ahmad Khasawneh, Hashemite University, Jordan
Mohammad Bsoul, Hashemite University, Jordan
Ibrahim Obeidat, Hashemite University, Jordan
Iyad Al Azzam, Yarmouk University, Jordan

Chapter 11
Predictive Models in Cybercrime Investigation: An Application of Data Mining Techniques
A. S. N. Murthy, Indian Police Service, Karnataka, India
Vishnuprasad Nagadevara, Indian Institute of Management Bangalore, India
Rahul De’, Indian Institute of Management Bangalore, India

Chapter 12
Deploying New Perspectives of Network Organizations for Chronic Diseases’ Integrated Management
Isabella Bonacci, Federico II University, Italy
Oscar Tamburis, ICAR – CNR, Italy

Chapter 13
Marketing and Reputation in the Services Sector: Higher Education in South Africa and Singapore
Johan De Jager, Tshwane University of Technology, South Africa
Werner Soontiens, Curtin University of Technology, Australia
Chapter 14
Data Mining in Nonprofit Organizations, Government Agencies, and Other Institutions

Zhongxian Wang, Montclair State University, USA
Ruiliang Yan, Indiana University Northwest, USA
Qiyang Chen, Montclair State University, USA
Ruben Xing, Montclair State University, USA

Chapter 15
Understanding Expectations, Perceptions and Satisfaction Levels of Customers of Military Engineer Services in India

Anand Parkash Bansal, Indian Institute of Management Bangalore, India
Vishnuprasad Nagadevara, Indian Institute of Management Bangalore, India

Chapter 16
Service Registry Design: An Information Service Approach

Luís Ferreira Pires, University of Twente, The Netherlands
Arjen van Oostrum, University of Twente, The Netherlands
Fons Wijnhoven, University of Twente, The Netherlands & Wilhelms University of Muenster, Germany

Chapter 17
Operational Performance Analysis of a Public Hospital Laboratory

Kamrul Ahsan, Auckland University of Technology, New Zealand
Abdullahil Azeem, Bangladesh University of Engineering and Technology, Bangladesh

Chapter 18
A Mashup Application to Support Complex Decision Making for Retail Consumers

Steven Walczak, University of Colorado at Denver, USA
Deborah L. Kellogg, University of Colorado at Denver, USA
Dawn G. Gregg, University of Colorado at Denver, USA

Chapter 19
Using the Critical Incident Technique to Identify Factors of Service Quality in Online Higher Education

María J. Martínez-Argüelles, Open University of Catalonia, Spain
José M. Castán, University of Barcelona, Spain
Angel A. Juan, Open University of Catalonia, Spain

Compilation of References

About the Contributors

Index