Table of Contents

Preface ........................................................................................................................................................................... xxiv

Volume I

Section 1
Fundamental Concepts and Theories

This section serves as a foundation for this exhaustive reference tool by addressing underlying principles essential to the understanding of Small and Medium Enterprises. Chapters found within these pages provide an excellent framework in which to position Small and Medium Enterprises within the field of information science and technology. Insight regarding the critical incorporation of global measures into Small and Medium Enterprises is addressed, while crucial stumbling blocks of this field are explored. With 12 chapters comprising this foundational section, the reader can learn and choose from a compendium of expert research on the elemental theories underscoring the Small and Medium Enterprises discipline.

Chapter 1
Framework Entrepreneurship Process ................................................................. 1
José Adriano Gomes Pires, Polytechnic Institute of Bragança, Portugal
Francisco José García Peñalvo, University of Salamanca, Spain
Jorge Humberto Marinho Sampaio, Polytechnic Institute of Bragança, Portugal
Rosa María Martínez Vázquez, Almeria University, Spain

Chapter 2
Theoretical Foundations for Information Systems Success in Small- and Medium-Sized Enterprises ................................................................. 26
Jan Devos, Ghent University, Belgium
Hendrik Van Landeghem, Ghent University, Belgium
Dirk Deschoolmeester, Ghent University, Belgium

Chapter 3
SMEs, Institutions, and Performance ................................................................. 46
Camilla Jensen, University of Nottingham, Malaysia
Low Mei Peng, Universiti Tunku Abdul Rahman, Malaysia
Chapter 4
Creativity in Action: Creative Multimedia SMEs in Manchester .......................................................... 65
   David Calvey, Manchester Metropolitan University, UK

Chapter 5
Consumer-Centric Marketing Strategies: Social Networks as Innovative Tools for Consumer Relationship Management ........................................................................................................ 79
   Loredana Di Pietro, University of Molise, Italy
   Eleonora Pantano, University of Calabria, Italy

Chapter 6
SMEs and E-Business: Implementation, Strategies and Policy .......................................................... 97
   Mário Pedro Leite de Almeida Ferreira, Universidade Católica Portuguesa, Portugal

Chapter 7
E-Procurement Process: Negotiation and Auction Approaches for SMEs .................................. 118
   Paolo Renna, University of Basilicata, Italy
   Pierluigi Argoneto, University of Basilicata, Italy

Chapter 8
SME as a Service .......................................................................................................................... 139
   José Carlos Martins Delgado, Instituto Superior Técnico, Portugal

Chapter 9
Open Innovation in SMEs: From Closed Peripheries to Networked Paradigm ......................... 160
   Hakikur Rahman, University of Minho, Portugal

Chapter 10
Research and Practices on Open Innovation: Perspectives on SMEs ........................................ 175
   Hakikur Rahman, University of Minho, Portugal
   Isabel Ramos, University of Minho, Portugal

Chapter 11
An Agent-Based Operational Virtual Enterprise Framework enabled by RFID .............. 198
   H. Özgür Ünver, TOBB-University of Economics and Technology, Turkey
   Bahram Lotfi Sadigh, Middle East Technical University, Turkey

Chapter 12
An Exploratory Investigation of the Barriers to the Adoption of Open Source ERP by Belgian SMEs ........................................................................................................ 216
   Kris Ven, University of Antwerp, Belgium
   Dieter Van Nuffel, University of Antwerp, Belgium
Section 2
Development and Design Methodologies

This section provides in-depth coverage of conceptual and architectural frameworks to enable the reader with a comprehensive understanding of the emerging developments within the field of Small and Medium Enterprises. Research fundamentals imperative to the understanding of developmental processes within Small and Medium Enterprises are offered. From broad examinations to specific discussions on methodology, the research found within this section spans the discipline while offering detailed, specific discussions. From basic designs to abstract developments, these chapters serve to expand the reaches of development and design technologies within the Small and Medium Enterprises community. This section includes 12 contributions from researchers throughout the world on the topic of Small and Medium Enterprises.

Chapter 13
Theoretical Model for a Local Economy Open Innovation Program: A User Organization ............ 236
  Amiram Porath, Center for Academic Studies in Or-Yehuda, Israel

Chapter 14
A Research Model for Open Innovation: Synthesizing Opportunities and Challenges Surrounding
SMEs ................................................................................................................................................. 258
  Hakikur Rahman, University of Minho, Portugal
  Isabel Ramos, University of Minho, Portugal

Chapter 15
Open Innovation Strategies in SMEs: Development of a Business Model .................................. 281
  Hakikur Rahman, University of Minho, Portugal
  Isabel Ramos, University of Minho, Portugal

Chapter 16
Championing SME eCollaboration ................................................................................................. 294
  Michael Jones, University of Wollongong, Australia
  Lois Burgess, University of Wollongong, Australia

Chapter 17
Intermediary Design for Collaborative Ontology-Based Innovation Monitoring .................... 307
  Jan Zibuschka, Fraunhofer IAO, Germany
  Uwe Laufs, Fraunhofer IAO, Germany
  Wolf Engelbach, Fraunhofer IAO, Germany

Chapter 18
Adopting ICT in the Mompreneurs Business: A Strategy for Growth? ................................. 322
  Yvonne Costin, University of Limerick, Ireland

Chapter 19
Semantic Web Applications to Enhance the Market Opportunities of SMEs:
The Case of NeP4B ............................................................................................................................... 340
  Valentina Morandi, University of Brescia, Italy
  Francesca Sgobbi, University of Brescia, Italy
Chapter 20
Risk-Off Method: Improving Data Quality Generated by Chemical Risk Analysis of Milk .................................. 353
Walter Coelho Pereira de Magalhães Junior, Embrapa Dairy Cattle, Brazil & Federal University of São Carlos, Brazil
Marcelo Bonnet, Embrapa Dairy Cattle, Brazil
Leandro Diamantino Feijó, Ministry of Agriculture, Livestock and Supply, Brazil
Marilde Terezinha Prado Santos, Federal University of São Carlos, Brazil

Chapter 21
Structuring Knowledge for Enterprise Resource Planning Implementation through an Ontology .................................................. 377
Hamid Nach, Université de Québec à Rimouski, Canada

Chapter 22
ISMS Building for SMEs through the Reuse of Knowledge .......................................................... 394
Luís Enrique Sánchez, SICAMAN NT, Spain
Antonio Santos-Olmo, SICAMAN NT, Spain
Eduardo Fernandez-Medina, University of Castilla-La Mancha, Spain
Mario Piattini, University of Castilla-La Mancha, Spain

Chapter 23
Model Suggestion for SMEs Economic and Environmental Sustainable Development .................. 420
Hatice Calipinar, The University of Hacettepe, Turkey
Dilber Ulas, The University of Ankara, Turkey

Chapter 24
Assessing Knowledge Assets in Renewable Energy SMEs in Scotland: A Methodological Framework ........................................................................................................... 441
Antonio Lerro, University of Basilicata, Italy
Giovanni Schiuma, University of Basilicata, Italy
Robert Huggins, University of Wales Institute Cardiff, UK
Daniel Prokop, University of Wales Institute Cardiff, UK
Maria Weir, Intellectual Assets Centre, UK

Section 3
Tools and Technologies

This section presents extensive coverage of various tools and technologies available in the field of Small and Medium Enterprises, which practitioners and academicians alike can utilize to develop different techniques. These chapters enlighten readers about fundamental research on the many tools facilitating the burgeoning field of Small and Medium Enterprises. 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 Small and Medium Enterprises. With 13 chapters, this section offers a broad treatment of some of the many tools and technologies within the Small and Medium Enterprises field.
Chapter 25
Incorporating Qualitative Information for Credit Risk Assessment through Frequent Subtree Mining for XML
Novita Ikasari, Curtin University, Australia & University of Indonesia, Indonesia
Fedja Hadzic, Curtin University, Australia
Tharam S. Dillon, Curtin University, Australia

Chapter 26
A Benchmarking Study on Organizational Creativity Practices in High Technology Industries
Fernando Sousa, INUAF & CIEO, Portugal
Ileana Monteiro, University of Algarve & CIEO, Portugal

Volume II

Chapter 27
Interference Mitigation in Femtocell using Optimized Power Control
Mutieb I. Al-Hmoudi, International Islamic University Malaysia, Malaysia
Rashid A. Saeed, International Islamic University Malaysia, Malaysia

Chapter 28
ICT Mediated Value Chain for Managing Weavers’ Livelihoods: A Case of Jaipur Rugs Company
Harekrishna Misra, Institute of Rural Management Anand, India

Chapter 29
Perceived Benefits and Barriers of ICT Adoption among SMEs
Khong Sin Tan, Multimedia University, Malaysia
Uchenna Cyril Eze, BNU-HKBU United International College, China

Chapter 30
Promoting Competitive Advantage in Micro-Enterprises through Information Technology Interventions
Mehruz Kamal, The College at Brockport, State University of New York, USA
Sajda Qureshil, University of Nebraska at Omaha, USA
Peter Wolcott, University of Nebraska at Omaha, USA

Chapter 31
Mobile Information Communication Technologies and Construction Project Management: Indian Scenario Case Study
Vanita Ahuja, Project Management Consultant, India

Chapter 32
Media Resource Adaptation for Multimedia Services and Streaming Media for Mobile Telephones
Tibor Szkaliczki, Hungarian Academy of Sciences, Hungary
Chapter 33
SME Characteristics and the Use of the Internet to Expand the Scale and Geographic Scope of Sales: Evidence from the United Kingdom .............................................. Piers Thompson, University of Wales Institute – Cardiff, UK
Robert Williams, National Entrepreneurship Observatory, UK
Gary Packham, University of Glamorgan, UK
Brychan C. Thomas, University of Glamorgan, UK

Chapter 34
Specifications for a Website Audit Tool for Small Businesses .............................................. Stephen Burgess, Victoria University, Australia

Chapter 35
Fault-Tolerant and Fail-Safe Design based on Reconfiguration .............................................. Hana Kubatova, Czech Technical University in Prague, Czech Republic
Pavel Kubalik, Czech Technical University in Prague, Czech Republic

Chapter 36
Prototyping Robotic Systems: Methodology and Case Studies............................................. Andrew Goldenberg, Engineering Services Inc., Canada & University of Toronto, Canada

Chapter 37
Canadian Biotechnology Systems: The Stakeholders and the Institutional Infrastructure......... Johanne Queenton, University of Sherbrooke, Canada
Yvon Dufour, University of Sherbrooke, Canada
Régis Milot, University of Sherbrooke, Canada

Section 4
Utilization and Application
This section discusses a variety of available applications and opportunities that can be considered by practitioners in developing viable and effective programs and processes for Small and Medium Enterprises. The section includes 15 chapters that review topics from case studies in Africa to best practices in Europe and ongoing research in Australia. Further chapters discuss Small and Medium Enterprises in a variety of settings (marketing, green manufacturing, e-commerce, etc.). Contributions included in this section provide excellent coverage of today's IT community and how research into Small and Medium Enterprises is impacting the social fabric of our present-day global village.

Chapter 38
SME Adoption and Use of ICT for Networked Trading Purposes: The Influence of Sector, Size and Age of Firm ................................................................. Fintan Clear, Brunel University, UK
Adrian Woods, Brunel University, UK
Keith Dickson, Brunel University, UK
Chapter 39
ICT Adoption in SME in an Arab GCC Country: Oman ......................................................... 792
Rafi Ashrafi, Sultan Qaboos University, Oman
Muhammad Murtaza, Industrial Management Technology & Contracting LLC, Oman

Chapter 40
An Investigation into the Adoption and Implementation of Electronic Commerce in Saudi
Arabian Small and Medium Enterprises ................................................................. 816
Sabah A. Al-Somali, Aston University, UK
Ben Clegg, Aston University, UK
Roya Gholami, Aston University, UK

Chapter 41
E-Commerce Adoption in Nigerian Businesses: An Analysis Using the Technology-Organization-
Environmental Framework ......................................................................................... 840
Uyinomen O. Ekong, University of Uyo, Nigeria
Princely Ifinedo, Cape Breton University, Canada
Charles K. Ayo, Covenant University, Nigeria
Airi Ifinedo, NAV Solutions, Canada

Chapter 42
An Eclectic Perspective on the Internationalization of Australian Mobile Services SMEs .......... 862
Sally Rao Hill, University of Adelaide, Australia
Indrit Troshani, University of Adelaide, Australia
Susan Freeman, University of Adelaide, Australia

Chapter 43
Marketing in SMEs: The Sales Process of SMEs on the Food and Drink Industry .................. 881
Tony Douglas, Edinburgh Napier University, UK
Maktoba Omar, Edinburgh Napier University, UK

Chapter 44
Euroalert.net: Aggregating Public Procurement Data to Deliver Commercial Services
to SMEs....................................................................................................................... 915
José Luis Marín, Gateway Strategic Consultancy Services, Spain
Mai Rodríguez, Gateway Strategic Consultancy Services, Spain
Ángel Marín, Gateway Strategic Consultancy Services, Spain
Ramón Calmeau, EXIS-TI, Spain
Jose Maria Alvarez, WESO RG, University of Oviedo, Spain
José Emilio Labra, WESO RG, University of Oviedo, Spain

Chapter 45
The Case of a Portuguese Intermediary of Open Innovation: Inovamais................................... 932
Fábio Oliveira, University of Minho, Portugal
Isabel Ramos, University of Minho, Portugal
Chapter 46
Open Innovation in SMEs of Developing and Transitional Economies ........................................... 944
   Hakikur Rahman, University of Minho, Portugal
   Isabel Ramos, University of Minho, Portugal

Chapter 47
Open Innovation for Non-High-Tech SMEs: The Case of the Users Association of Advanced
Technologies Program .......................................................................................................................... 963
   Amiram Porath, Center for Academic Studies, Israel

Chapter 48
Mona El Fadly: Spinning Off the Supply Chain................................................................................. 981
   Menna Kamel, Strategist and Business Development Specialist, Egypt
   Ali Awni, American University in Cairo, Egypt

Chapter 49
Building a Sustainable Regional Eco System for Green Technologies: Case of Cellulosic
Ethanol in Oregon ............................................................................................................................. 993
   Bob Greenlee, Cascade Microtech, USA
   Tugrul Daim, Portland State University, USA

Volume III

Chapter 50
Green Manufacturing Practices and Performance among SMEs: Evidence from a Developing
Nation ................................................................................................................................................. 1026
   T. Ramayah, Universiti Sains Malaysia, Malaysia
   Osman Mohamad, Universiti Sains Malaysia, Malaysia
   Azizah Omar, Universiti Sains Malaysia, Malaysia
   Malliga Marimuthu, Universiti Sains Malaysia, Malaysia
   Jasmine Yeap Ai Leen, Universiti Sains Malaysia, Malaysia

Chapter 51
Operational Hedging Strategies to Overcome Financial Constraints during Clean Technology
Start-Up and Growth ........................................................................................................................... 1044
   S. Sinan Erzurumlu, Babson College, USA
   Fehmi Tanrisever, Eindhoven University of Technology, The Netherlands
   Nitin Joglekar, Boston University, USA

Chapter 52
Warehouse Financing Risk Analysis and Measurement with Case Study in Carbon Trading ........... 1064
   Ying Yin, The University of Hong Kong, China
   Zongwei Luo, The University of Hong Kong, China
Section 5
Organizational and Social Implications

This section includes a wide range of research pertaining to the social and behavioral impacts of Small and Medium Enterprises around the world. Chapters introducing this section critically analyze and discuss trends in Small and Medium Enterprises, such as financial management, e-business, and economic empowerment. Additional chapters included in this section look at information security and sustainability. Also investigating a concern within this field is research that discusses the effect of user behavior on Small and Medium Enterprises. With 14 chapters, the discussions presented in this section offer research into the integration of global Small and Medium Enterprises as well as implementation of ethical and workflow considerations for all organizations.

Chapter 53
Green Supply Chain Management: Implications for SMEs ................................................................. 1090
Ki-Hoon Lee, Griffith Business School, Griffith University, Australia

Chapter 54
SME Financial Management: A Risk Management Perspective ......................................................... 1107
Edna Stan-Maduka, University of Hertfordshire, UK

Chapter 55
Key Contracts Needed for SMEs Conducting e-Business: A Practical Guide from a UK Law Perspective ........................................................................................................................................ 1120
Sam De Silva, Taylor Walton LLP, UK

Chapter 56
eBusiness among Ethnic Minority Businesses: Ethnic Entrepreneurs’ ICT Adoption and Readiness ........................................................................................................................................... 1142
Martin Beckinsale, De Montfort University, UK

Chapter 57
Black Economic Empowerment, ICT, and Preferential Public Procurement in South Africa .......... 1164
Karunamidhi Reddy, Durban University of Technology, South Africa
Renitha Rampersad, Durban University of Technology, South Africa

Chapter 58
The Effect of Gender on Associations between Driving Forces to Adopt ICT and Benefits Derived from that Adoption in Medical Practices in Australia ................................................................. 1186
Rob Macgregor, University of Wollongong, Australia
Peter Hyland, University of Wollongong, Australia
Charles Harvey, University of Wollongong, Australia

Chapter 59
Protected Health Information (PHI) in a Small Business ................................................................. 1208
James Suleiman, University of Southern Maine, USA
Terry Huston, Health Care Information Technology Consultant, Canada
Chapter 60
SMEs E-Business Security Issues ................................................................. 1219
José Gaivéo, Polytechnic Institute of Setubal, Portugal

Chapter 61
Sustainability for SMEs ............................................................................. 1240
Kaushik V. Pandya, Sheffield Business School, Sheffield Hallam University, UK

Chapter 62
Preparing for Change: Leveraging Knowledge Activities to Enhance Organisational Preparedness in the Case of an Irish Software SME........................................ 1254
Ciara Heavin, University College Cork, Ireland
Frederic Adam, University College Cork, Ireland

Chapter 63
Global Innovators: How Open Innovation Serves Humanity .................... 1276
Robert Girling, Sonoma State University, USA

Chapter 64
Crowdsourcing in Small and Medium Sized Enterprises .......................... 1293
Natasha Katuta Mwila, Monash University, Australia

Chapter 65
The Relevance of Customers as a Source of Knowledge in IT Firms ............ 1308
Laura Zapata Cantú, Tecnológico de Monterrey, Mexico
José Luis Pineda, Tecnológico de Monterrey, Mexico

Chapter 66
Optimising Customers as Knowledge Resources and Recipients: Cases in Small to Medium Sized Software Enterprises ........................................... 1323
Ciara Heavin, University College Cork, Ireland
Frederic Adam, University College Cork, Ireland

Section 6
Managerial Impact

This section presents contemporary coverage of the social implications of Small and Medium Enterprises, more specifically related to the corporate and managerial utilization of information sharing technologies and applications, and how these technologies can be extrapolated to be used in Small and Medium Enterprises. Core tools and concepts such as e-collaboration, social business networks, decision support systems, direct marketing, and behavioral initiatives are discussed. Equally as crucial, chapters within this section discuss how leaders can utilize Small and Medium Enterprises applications to get the best outcomes from their customers and partners.
Chapter 67
The Use of Collaborative Technologies within SMEs in Construction: Case Study Approach ...... 1341
  Vian Ahmed, University of Salford, UK
  Aisha Abuelmaatti, University of Salford, UK

Chapter 68
The Role of the Consultant in Enterprise Development .......................................................... 1358
  Ian K. Bathgate, University of East London, UK

Chapter 69
Network Perspective on Structures Related to Communities ............................................. 1384
  Alvin Wolfe, University of Southern Florida, USA

Chapter 70
The Influence of Social Business Networks of Top Managers on the Financial Performance of
UK Biopharmaceutical SMEs ......................................................................................... 1408
  Călin Gurău, GSCM – Montpellier Business School, France
  Ramzi Benkraiem, IESEG School of Management, France

Chapter 71
Knowledge Sharing among Employees in the Manufacturing SMEs .................................. 1426
  Uchenna Cyril Eze, BNU-HKBU United International College, China
  Sim Fong Hah, BDC International Ltd, Hong Kong
  Nelson Oly Ndubisi, Griffith University, Australia

Chapter 72
Human Resource Management in SMEs: Action Referential Definition ............................ 1445
  Pedro Manuel Ribeiro Novo de Melo, University of Minho, Portugal
  Carolina Feliciane de Sá Cunha Machado, University of Minho, Portugal

Chapter 73
Behavioral Initiatives ........................................................................................................ 1469
  Claretha Hughes, University of Arkansas, USA

Chapter 74
Socio-Technical Issues in Youth Employment in SMEs: The Case of the Furniture Sector in
Turkey ........................................................................................................................... 1483
  Emek Barış Kepenek, Science and Technology Policies Research Center (TEKPOL), Turkey

Chapter 75
Copying with Dynamic Change: Collaborative Business Interfacing for SMEs under Intergated
eOperations ................................................................................................................ 1494
  Jayantha P. Liyanage, University of Stavanger, Norway
Chapter 76
Strategies for Sustainable Succession Planning in Family Business ................................................. 1507
Lucy Tan-Artichat, IIS, Ramkhamhaeng University, Thailand
Joseph F. Aiyeku, Salem State University, USA

Volume IV
Section 7
Critical Issues
This section contains 12 chapters, giving a wide variety of perspectives on Small and Medium Enterprises and its implications. Such perspectives include reading in innovation, networking, ethics, and several more topic areas. The section also discusses novel approaches to online entrepreneurship. Within these chapters, the reader is presented with an in-depth analysis of the most current and relevant issues within this growing field of study. Crucial questions are addressed and alternatives offered, such as the utilization of cooperative networks in addressing corporate social responsibility in Small and Medium Enterprises.

Chapter 77
Open Innovation: Opportunities and Challenges for SMEs .......................................................... 1521
Hakikur Rahman, University of Minho, Portugal

Chapter 78
Impact of SME Policies on Innovation Capabilities: The Turkish Case........................................ 1535
Elif Bascavusoglu-Moreau, University of Cambridge, UK
Mustafa Colakoglu, TTGV, Turkey

Chapter 79
Rvolta, a Case for Open Innovation: How can a SME be Innovative in a Competitive Industrial Environment? ................................................................. 1562
Margarida Cardoso, University of Minho, Portugal
Isabel Ramos, University of Minho, Portugal

Chapter 80
Business Agility and Process Agility: How Do They Relate to Each Other? .................................. 1580
Giorgio Bruno, Politecnico di Torino, Italy

Chapter 81
Internal Key Factor in the Export Performance of Spanish SMEs ................................................ 1599
Lluís Jovell Turró, Autonomous University of Barcelona, Spain
Rossano Eusebio, Autonomous University of Barcelona, Spain
Chapter 82
Reflecting on New Businesses Models for SMEs through Technological Application: Cases of E-Business in Brazil
George Leal Jamil, FUMEC University, Brazil
Antonio José Balloni, Center for Information Technology, Brazil
Rodrigo Baroni de Carvalho, FUMEC University, Brazil

Chapter 83
Collaborative Networks: Challenges for SMEs
Kathryn Cormican, National University of Ireland, Ireland

Chapter 84
Why Select an Open Source ERP over Proprietary ERP? A Focus on SMEs and Supplier’s Perspective
Nasimul Huq, Jönköping University, Sweden
Syed Mushtaq Ali Shah, Jönköping University, Sweden
Daniela Mihailescu, Jönköping University, Sweden

Chapter 85
Measuring Utilization of ERP Systems Usage in SMEs
Hedman Jonas, Copenhagen Business School, Denmark
Johansson Björn, Lund University, Sweden

Chapter 86
How can Corporate Social Responsibility (CSR) and Innovation Enhance Enterprise Performance? Possible Pathways for the Romanian SMEs in the Context of the Global Economic Crisis
Ana-Cristina Ionescu, Chamber of Commerce and Industry of Romania, Romania

Chapter 87
Investigating the Impact of Entrepreneurship Online Teaching on Science and Technology Degrees on Students Attitudes in Developing Economies: The Case of Egypt
Hatem El-Gohary, Birmingham City University, UK
Simon O’Leary, Regent’s College London, UK
Paul Radway, Birmingham City University, UK

Chapter 88
How do Professionals’ Attitudes Differ between what Game-Based Learning could Ideally Achieve and what is Usually Achieved
Wee Hoe Tan, Sultan Idris Education University, Malaysia
Sean Neill, University of Warwick, UK
Sue Johnston-Wilder, University of Warwick, UK
Section 8
Emerging Trends

This section highlights research potential within the field of Small and Medium Enterprises 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, centering on the new venues and forums for discussion. The final 11 chapters cover a diverse set of topics, from recent developments in e-commerce to online collaboration and emerging trends in open innovation, and the book concludes with a look ahead into the future of Small and Medium Enterprises. In all, this text will serve as a vital resource to practitioners and academics interested in the best practices and applications of the burgeoning field of Small and Medium Enterprises.

Chapter 89
Innovating Elite Undergraduate Education through Quality Continuous Improvement: A Learning Enterprise’s e-Transformation Perspective .................................................. 1754
   Kam Hou Vat, University of Macau, Macau

Chapter 90
Sources of Innovation and Success in the Food Service Industry ........................................... 1790
   A.T. Juntunen, University of Helsinki, Finland

Chapter 91
Trends of Open Innovation in Developing Nations: Contexts of SMEs........................................ 1805
   Hakikur Rahman, University of Minho, Portugal
   Isabel Ramos, University of Minho, Portugal

Chapter 92
Resource Based Internationalization from Small Developing Countries: Towards a Phase Model of Internationalization .......................................................... 1821
   Nigel L Williams, University of Bedfordshire, UK
   Tom Ridgman, Institute for Manufacturing, University of Cambridge, UK
   Y S Shi, Institute for Manufacturing, University of Cambridge, UK

Chapter 93
Building Innovative Business Ideas in Small Business Enterprises: The Case of Bird ICT Company .............................................................. 1837
   Elham Metwally, Misr International University, Egypt & The American University in Cairo, Egypt

Chapter 94
E-Novation and Start-Up Companies .............................................................. 1860
   Suresh Sood, University of Technology Sydney, Australia

Chapter 95
Challenges for Adoption of e-Procurement: An SME Perspective ........................................ 1873
   Kelly Liljemo, University of Agder, Norway
   Andreas Prinz, University of Agder, Norway
Chapter 96
Next Generation Collaborative Information Platforms ................................................................. 1900
   Hugh M. Pattinson, University of Western Sydney, Australia
   David R. Low, University of Western Sydney, Australia

Chapter 97
Web 2.0 and Opportunities for Entrepreneurs: How Egyptian Entrepreneurs Perceive and
Exploit Web 2.0 Technologies ........................................................................................................ 1921
   Nahed Azab, American University in Cairo, Egypt
   Nermine Khalifa, Arab Academy for Science and Technology, Egypt

Chapter 98
Mining User-Generated Content for Social Research and Other Applications ...................... 1945
   Rafael E. Banchs, Institute for Infocomm Research, Singapore
   Carlos G. Rodriguez Penagos, Barcelona Media Innovation Centre, Spain

Chapter 99
The Redefined Role of Consumer as a Prosumer: Value Co-Creation, Coopetition, and
Crowdsourcing of Information Goods ......................................................................................... 1980
   Rauno Rusko, University of Lapland, Finland

Index................................................................................................................................................... xi