E-business has provided firms with new ways of approaching, acquiring, and retaining customers. E-business brought about a paradigm shift caused by “disruptive” technology that is radically changing the traditional way of doing business. The paradigm shift was unprecedented in terms of the complexity and magnitude and pressured firms to be more innovative and proactive to business problems than ever before.

E-commerce emerging from the Internet revolution changed the marketing principles traditionally held by business firms. After the dust of dot-com bubble burst settled, the e-commerce sector has continued to grow in both B2C and B2B sectors. Some pre-dot-com bust era companies like Amazon and eBay showed resilience and continue to be market leaders today. According to the most recent report from the U.S. Department of Commerce, the amount of e-commerce in the US has been increasing rapidly from $35 billion in 2001 to $164 billion in 2010. While large firms have been the early adopters and beneficiaries of most e-commerce innovations, an increasing number of Small and Medium-Sized Enterprises (SMEs) are also rapidly adopting e-commerce to better serve customers, improve productivity, extend a market base, and stay competitive.

Since the mid-2000s, social networking services such as Facebook, Google+, LinkedIn, and Twitter have created massive online communities of people who are willing to communicate and collaborate with each other. Social networking services have already had great impacts on the ways that people interact and businesses operate. For example, Amazon created social networks around book readership as a new initiative to attract potential book buyers. In addition to the social networking services, firms have recently shown significant interest to online social media as a new marketing source such as context-based advertising (e.g., Google AdSense), distributed file sharing (e.g., BitTorrent), and user-generated content applications via wikis, media sharing, and social bookmarking.

Recently, advancements of wireless technologies have extended the reach of e-business to mobile commerce environments. As wireless technologies advance, mobile commerce grows more ubiquitous and sales of smartphones such as Apple’s iPhone and Samsung Galaxy explode. As a growing number of customers utilize mobile devices to exchange information and to conduct business transactions, firms are competing to provide the most value-added, innovative, convenient mobile services for their customers.

Although a large volume of literature is already available on e-business, e-services, and e-commerce, many new ideas and applications are constantly emerging and provide potential opportunities and challenges for further research. In this light, it is imperative for researchers to take stock of the new knowledge in on e-business, e-services, and e-commerce, and stimulate further interest in this area. *Trends in E-Business, E-Services, and E-Commerce: Impact of Technology on Goods, Services, and Business Transactions* provides a reference source for researchers and industry practitioners to develop
their research ideas, theories, and practical experiences, and discusses challenges and opportunities in the e-business, e-services, and e-commerce areas. This book is composed of 13 chapters in a wide variety of topics such as social media, mobile commerce, Web personalization, and e-strategy. A brief introduction of each chapter follows:

Chapter 1, “From Integration to Social Media: Understanding Electronic Marketplace,” by Kayvan Miri Lavassani, Bahar Movahedi, and Vinod Kumar, discusses the importance of Electronic Marketplace (EM) integration and presents market knowledge management for the effectiveness and efficiency of EMs. EMs as trade tools have been the subject of several disruptive changes during the past few decades. After explaining the concerns regarding EM integration at intra- and inter-organizational levels, this chapter discusses the role of social media for EM and proposes a four level analytical tool for differentiating B2B EMs.

Chapter 2, “Beneficial E-Personalization and Related Technological Innovations Applied to E-Tailing,” by Alan D. Smith, discusses benefits and challenges generated by the numerous advancements in electronic-personalization communication. Through multivariate analyses and data-reduction techniques, the basic elements of e-personalization, namely online purchasing behaviors, personalized communications, information retrieval services, degree of personal Web presence, quality assurance of customer service, and the promotion of customization services, were found to be conceptually and statistically related to retailer benefits of e-personalization (increased buying and customer loyalty) from the viewpoint of managers for a large goods and services chain store headquartered in Pittsburgh, Pennsylvania.

Chapter 3, “Mobile Commerce Adoption in Organizations: A Literature Review and Preliminary Findings,” by Husam Alfahl, Louis Sanzogni, Luke Houghton, and Kuldeep Sandhu, reviews research conducted on mobile commerce adoption in organizations. From the literature, a number of factors from adoption theories such as the diffusion of innovation theory, the technology acceptance model, and so forth are identified, analyzed, and tabulated together with a set of research propositions in order to demonstrate areas in need of further research. This chapter proposes 15 adoption factors that may affect the intention to adopt mobile commerce in organizations. These factors are categorized into three groups, namely environmental and organizational, technological, and managerial and other factors, and explored through a qualitative study to shed light on their veracity.

Chapter 4, “Online Brand Expansion towards the Offline Setting: Which Way to Go?” by Rafael Bravo, Leif E. Hem, and José M. Pina, applies concepts and theories used in brand extensions and alliances literature to an offline setting. This chapter focuses on brands that are well known for its online services. Brand extension and brand alliances are two possible strategies to expand the brand towards different product categories. This chapter analyses the results of these strategies in terms of initial brand image and perceived fit. An empirical study was conducted to 407 undergraduates in a Spanish university.

Chapter 5, “Examining the Impact of Web 2.0: Applications on Knowledge Management Performance,” by Scott Buechler, Richard Hartshorne, and Haya Ajjan, empirically examines the impact of both hedonic and utilitarian performance on the intention of knowledge workers to continue to use Web 2.0 applications and then investigates the influence of the continuance use decision on knowledge management performance. The proposed model is tested using a survey of knowledge workers using Web 2.0 applications in their organizations. The results of the PLS analysis empirically validate the relationship between antecedents, continuance use, and knowledge management performance.
Chapter 6, “An Exploratory Study of Customer Satisfaction in a Community Bank,” by Somjit Barat and John E. Spillan, focuses on the physical and service attributes of consumer satisfaction in the banking business and takes a fresh look at how community banks can compete with larger banks in niche service areas. The findings indicate that customer responses are mixed on these issues, which make us strive to improve the service offerings. Interesting implications and ideas for further research also emanate from the current study.

Chapter 7, “Collaborative Business Service Modelling and Improving: An Information-Driven Approach,” by Thang Le Dinh and Thanh Thoa Pham Thi, aims at introducing an information-driven approach that provides a conceptual foundation for modelling effectively and improving incrementally collaborative business services. This chapter discusses the necessity for and principles of the information-driven approach. Then it presents the business service foundation for the proposed approach that consists of three dimensions: 1) service proposal, corresponding to the service value creation network level, 2) service creation, corresponding to the service system level, and 3) service operation, corresponding to the service level.

Chapter 8, “E-Strategy and Soft Landings for Franchising in Emerging Markets,” by Ye-Sho Chen, Ed Watson, and Renato F. L. Azevedo, shows that e-business strategy plays an important role in growing and nurturing a good relationship between the franchisor and the franchisee. The popularity of franchising continues to increase, as the world witnesses an emergence of a new e-business model, Netchising, which is the combination power of the Internet for global demand-and-supply processes and the international franchising arrangement for local responsiveness. This chapter discusses how an effective e-strategy can help a growing franchise go abroad to emerging markets through soft landings to reduce risks and costs.

Chapter 9, “Improving Network-based Marketing by Personalized Recommendation,” by Leila Esmaeili and Golshan Assadat Afzali, proposes a group recommender system for marketing activities which is based on data mining techniques, information theory, and user preferences. Social networks provide a free and flexible networking environment for users and organizations. Organizations and companies are trying to attract potential and actual customers via social networks. The proposed group recommender system will support users who are not in relation with the others or their activity history is not available. The results show the superiority of the proposed model.

Chapter 10, “Internet Incidence on SME’s Sales: A Propensity Score Matching Analysis,” by María Verónica Alderete, attempts to determine how much is the “bonus” or “prize” to the sales per worker of Internet-using firms compared to not Internet-using firms. This chapter first presents a binary logit model, in which the dependent variable is a dichotomous variable equal to 1 if the firm adopted Internet and 0 otherwise, to evaluate the factors that influence a firm’s probability of adopting Internet. A Propensity Score Matching (PSM) model is then used to assess the impact of using Internet on the sales per worker. The authors find statistically significant differences in the sales average between firms that are similar in many dimensions such as location, size, and sales market except for the Internet adoption decision.

Chapter 11, “An Update on the Use of Facebook as a Marketing Tool by Private Educational Institutions in Singapore,” by H.K. Leng, is an update on an earlier paper which examined the use of Facebook as a marketing tool by private educational institutions offering degree programmes in Singapore. The findings in the earlier paper suggested that marketing on social network sites remained in its infancy. In this update, it was found that three years later, there has been an increase in the use of social network sites by educational institutes in Singapore. There is also evidence that there is greater engagement and the building of a virtual community on the social network sites. This suggests that the use of social net-
work sites as a marketing tool by educational institutes in Singapore is maturing as the organisations are beginning to understand how to leverage on social network sites to market themselves more effectively.

Chapter 12, “Online Corporate Reputation Management and IT: From Reactive to Proactive Organizations,” by Alberto Francesconi and Claudia Dossena, focuses on “online corporate reputation” and the exploitation of IT (Online Reputation Management Systems) to support the related management practices. According to the resource-based view, the Corporate Reputation (CR) is seen as a core resource and a major factor in gaining competitive advantage. Thanks to the development of Web-based technologies, stakeholders can easily spread their own perspective about an organization, its products, services, brands, members, and so forth, affecting its online CR. Taking a pragmatic approach, this chapter develops a case study based on the experience developed by an Italian leading e-service provider.

Chapter 13, “A Case Study for Business Integration as a Service” by Victor Chang, presents Business Integration as a Service (BIaaS) to allow two services to work together in the Cloud to achieve a streamline process. This chapter illustrates this integration using two services: Return on Investment (ROI) Measurement as a Service (RMaaS) and Risk Analysis as a Service (RAaaS) in the case study at the University of Southampton. The case study demonstrates the cost-savings and the risk analysis achieved, so two services can work as a single service. Different types of risks associated with Cloud adoption can be calculated easily, rapidly and accurately with the use of BIaaS. Implementation of BIaaS in other organisations is also discussed.

*Trends in E-Business, E-Services, and E-Commerce: Impact of Technology on Goods, Services, and Business Transactions* is an excellent collection of the latest research and practices associated with theories, user behaviors, and practices. As leading experts in the e-business and e-services area, the contributors did an outstanding job of providing our readers with extensive coverage of the most important research topics – new concepts, management strategies, online user behavior, social media usage, and trends. The projected audience includes researchers, e-business developers, mobile services providers, social media managers, IT managers, professors, and undergraduate/graduate students in various academic disciplines. I expect this book to shed new insights for researchers, educators, and practitioners to better understand the important issues of e-business research and technologies.

*In Lee*

*Western Illinois University, USA*