# Table of Contents

Preface ................................................................................................................................. xv

## Section 1

### Information Systems and Technologies in Organizations

#### Chapter 1
Long Tail Leadership: Understanding Soft Power Affecting Organizations ................................. 1
  *Diane Spencer-Scarr, Curtin University, Australia*

#### Chapter 2
The Contribution of Information and Information Technology in Building Organizational Resilience ............................................................................................................................................. 25
  *Sergio Ricardo Mazini, University Center Toledo Araçatuba – UNITOLEDO, Brazil*

#### Chapter 3
In Search of Social Intelligence .................................................................................................. 41
  *Jairo Simião Dornelas, UFPE – CAPES, Brazil*
  *James Anthony Falk, Faculdade Boa Viagem/DeVry, Brazil*

#### Chapter 4
Proposal for the Use of Digital Mediation for Public Direct Participation during Electoral Periods ................................................................................................................................................... 62
  *Artur Afonso Sousa, Polytechnic Institute of Viseu, Portugal*
  *Pedro Agante, Libertrium, Portugal*
  *Luís Borges Gouveia, University Fernando Pessoa, Portugal*

## Section 2

### Emerging Issues in IST in Organizations of Various Industrial Sectors

#### Chapter 5
Web Strategy in the Digital Economy: An Organizational Perspective ........................................ 99
  *Mahesh S. Raisinghani, Texas Woman’s University, USA*
  *Chih-Hung Chung, Texas Woman’s University, USA*
Chapter 6
Implementing Cloud Information Systems: SaaS Migration

Kamran Janamian, Baha’i Institute for Higher Education (BIHE) University, Iran

Chapter 7
Model-Driven Reverse Engineering of Open Source Systems

Ricardo Perez-Castillo, University of Castilla-La Mancha, Spain
Mario Piattini, University of Castilla-La Mancha, Spain

Chapter 8
Internal Control Considerations for Information System Changes and Patches

Jeffrey S. Zanzig, Jacksonville State University, USA
Guillermo A. Francia III, Jacksonville State University, USA
Xavier P. Francia, Jacksonville State University, USA

Section 3
The IST Focus and Cases in Organizational Well-Being

Chapter 9
A Traditional Organization Towards a New Dimension of Labour: Social Business

Maria João Ferreira, Universidade Portucalense, Portugal & Universidade do Minho, Portugal
Fernando Moreira, Universidade Portucalense, Portugal & Universidade Lusiada, Portugal
Isabel Seruca, Universidade Portucalense, Portugal & Universidade do Minho, Portugal

Chapter 10
Organizational Memory: The Role of Business Intelligence to Leverage the Application of Collective Knowledge

Isabel Ramos, University of Minho, Portugal
Jorge Oliveira e Sá, University of Minho, Portugal

Chapter 11
Motivation in Electronic Portfolio Usage for Higher Education Institutions

Rokhsareh Mobarhan, Universiti Teknologi Malaysia, Malaysia
Mojib Majidi, Universiti Teknologi Malaysia, Malaysia
Azizah Abdul Rahman, Universiti Teknologi Malaysia, Malaysia

Section 4
Case Studies from Various Business Sectors and Organizations

Chapter 12
How Social Media Tools are Used in Research: A Case Study

Anabela Mesquita, Polytechnic Institute of Porto, Portugal & Minho University, Portugal
Ana Ramalho Correia, Universidade Nova de Lisboa, Portugal
Diana Aguiar Vieira, Polytechnic Institute of Porto, Portugal
Chapter 13
Comparative Analysis on the Usage of Business Information Systems among Portuguese and Hungarian Small and Medium-Sized Enterprises.................................................................265
  Filomena Castro Lopes, Universidade Portucalense, Portugal
  M. Paula Morais, Universidade Portucalense, Portugal
  Peter Sasvari, University of Miskolc, Hungary

Chapter 14
Social Resilience in Action: Subversive Uses of Mobile Technology in Brazil........................297
  Adriana Braga, Pontifical Catholic University of Rio de Janeiro (PUC-Rio), Brazil & National Council for Scientific and Technological Development (CNPq), Brazil
  Robert K. Logan, Ontario College of Arts and Design, Canada & University of Toronto, Canada

Compilation of References ...........................................................................................................316
About the Contributors ................................................................................................................346
Index ........................................................................................................................................354