

# Index

## A

accountability legislation 206  
 active-interest magazines 139  
 adoption decisions, low-cost 277  
 affiliate advertising 167  
 agency theory 80  
 agent interaction context 266  
 agent interaction framework 266  
 agent interaction process 263  
 ANOVA 51  
 ANOVA findings 52  
 automatic teller machine (ATM) network 290

## B

B2C service markets 155  
 banner/link integration 167  
 BAP business model, development of 148  
 bilateral marketing 165  
 business model development 136  
 business models 137

## C

cellular phone users 294  
 client-side technology 319  
 co-branded marketplace 168  
 cognitive effort 291  
 commoditized technologies 101  
 company-contracting agents 261  
 competitive advantage 92  
 competitive strategy 163  
 conceptual business model 138  
 construct validity 211  
 content 108  
 content, adding value to 117  
 content, marketing and promoting 118  
 content creation 116  
 content frame sharing 167

convenience perception xix, 294, 301  
 convergent interviewing 209  
 convergent interviewing, theory-building methodology 209  
 convergent interviewing research, validity and reliability 211  
 convergent interviewing techniques, strengths and limitations of 210  
 cooperation xv, 155  
 copyright protection xvii, 223  
 copyright violation 224  
 corporate disclosure 206  
 corporate strategy, secondary data perspective 20  
 corporate worlds 175  
 credit card fraud 315  
 CRM 16  
 CRM, literature review 2  
 CRM defined 78  
 CRM failures xiii, 77  
 CRM frameworks 3  
 CRM strategy 78  
 CRM strategy, financial advisor perspective 19  
 CRM strategy development xiii, 77, 80  
 CRM technology 31  
 cross-national differences 86  
 current TV 115  
 customer's characteristics 319  
 customer convenience 297  
 customer knowledge 25  
 customer mobile feedback (m-feedback) 62  
 customer readiness 65  
 customer relationship management (CRM) 1, 2, 31, 61  
 customer relationship management (CRM) programs xiii, 59  
 customer relationships 60  
 customer retention 14, 15, 16  
 customer satisfaction 47, 49

## **Index**

customer share of wallet 17  
customer value, electronic creation of 158

### **D**

data collection 81  
Data Hiding 227  
data hiding techniques 227  
delivery mechanisms 111  
demographic variables 319  
digital artifacts 223  
digital distribution 119  
digital media 223  
digital rights management (DRM) 225  
digital rights management systems xvii, 223, 229  
digital watermarking 232  
digitization devices 223  
distributed business processes 249  
distributed license catalogues 239  
distributed license catalogues (DLCs) xvii, 223  
diversified e-business model 129  
DLC architecture 241  
DRM 225  
DRM eco-system 239  
DRM eco-systems xvii, 223  
DRM functionalities xvii, 223  
DRM mechanisms 244  
DRM system 231  
DRM systems 243

### **E**

e-business innovations, theory development 205  
e-business model, reverse auction-based 155  
e-business models 104, 105, 122  
e-commerce 297  
E-CRM 15  
E-CRM, communications 8  
E-CRM, directions for research 24  
E-CRM, greater success with integration 14  
e-CRM, healthcare and 3  
E-CRM, implications for 47  
E-CRM, implications for management 26  
E-CRM, interaction 8  
E-CRM, limitations 24  
E-CRM, managerial discretion 30  
E-CRM, managerial implications 42  
E-CRM, methodology 35  
E-CRM, operational assets 9  
E-CRM, operational procedures 9  
E-CRM, positive customer interaction 5  
E-CRM, study limitations 42

E-CRM, use of framework 8  
E-CRM analysis, framework of 1  
E-CRM development, limitations 9  
E-CRM in healthcare, real value of 10  
E-CRM opportunities, framework for discovery 6  
E-CRM performance 30  
e-healthcare worlds 175  
e-health networks 176  
e-health systems 175  
e-intelligence 31  
e-marketplaces xv, 155  
e-supply chain management 251  
e-supply chain management perspective 249  
editorial integration 167  
electronic business model 158  
electronic commerce adoption 278  
electronic contracting 250, 253  
electronic contracts, multi-agent formulation of 259  
electronic customer relationship management (E-CRM) 31, 48  
electronic value creation processes 160  
Emdeon's e-business model, evolution of 126  
Emdeon Corporation 122  
emergent e-business innovations, theory development 205  
evaluation and reward system 26  
executive transactional skills 183  
executive transformational skills 183  
explorative single-case study 141  
eXtensible Business Reporting Language (XBRL) xvii, 205  
external validity 212

### **G**

German B2C platform xv, 155  
global CRM strategy 77, 79  
global CRM strategy development 83  
globalization 250  
global strategy 85  
Google 97  
government policy 316

### **H**

healthcare, E-CRM 3  
healthcare e-business models 124  
healthcare industry 122  
healthcare technology markets 126  
healthcare technology markets, strategic maneuvering 122  
health information retrieval 123

**I**

ICT innovative advances 176  
 independent aggregators 110  
 independent providers 110  
 individual behaviors 17  
 individual customer-oriented behaviors 24  
 information and search agent 261  
 information cascade theory 281  
 information collection 161  
 information processing 162  
 information systems (IS) 278  
 information systems offshore outsourcing, systems  
   dynamic model of 194  
 information technology (IT) 77  
 information technology (IT) outsourcing xvi, 189  
 information technology, offshore outsourcing 189  
 ING Direct 97  
 Intellectual Property Rights 224  
 intellectual property rights 223  
 intelligent contracting 249  
 inter-organizational system 176  
 inter-organizational systems 176  
 inter-sectorial dyadic relationships 176  
 inter-sectorial relational capital 182  
 inter-sectorial transactional capital 182  
 internal validity 212  
 International Intellectual Property Alliance 224  
 international space 175  
 Internet adoption behavior xviii, 277  
 Internet brands 100  
 Internet businesses, sustainable and successful 92  
 Internet technologies 249  
 IPR management 241  
 IPR protection 224  
 IPR protection, technologies for 226  
 IPR protection, technology categories 227  
 IT interfaces 19

**J**

Jobdoo.de 164  
 JPEG2000 238

**K**

keyword advertising 167

**L**

legal regulation 316  
 LetsWorkIt 170

LetsWorkIt, company history 156  
 LetsWorkIt, company overview 156  
 LetsWorkIt.de xv, 155  
 LetsWorkIt.de, electronic creation of value 160  
 LetsWorkIt.de, electronic value processes 162  
 LetsWorkIt.de, proceeds model of 163  
 local market requirements 84  
 low-cost adoption 278  
 low-cost adoption decisions 277

**M**

m-commerce 297  
 m-commerce, characteristics of 296  
 magazine publishing industry 139  
 managerial discretion 30  
 managerial discretion, conceptual foundations 32  
 managerial discretion, environmental determinants  
   of 32  
 managerial discretion, individual determinants of 33  
 managerial discretion, organizational determinants  
   of 33  
 market orientation 30  
 market situation 164  
 medical transaction processing 122  
 MIDlet applications 61  
 mindful behaviour 34  
 mindless behaviour 34  
 mobile channel to customers 61  
 mobile commerce 294  
 mobile CRM 60, 61  
 mobile CRM services 59  
 mobile device 61  
 mobile information device profile (MIDP) 60  
 mobile Internet use 66  
 mobile service evaluation 67  
 mobile services 65  
 MPEG-7 228  
 MPEG-7 (Multimedia Content Description Interface)  
   228  
 MPEG21 228  
 multi-agent systems (MAS) 259  
 multi-channel access 49  
 multi-channel retailers xii, 47  
 multi-channel retailing 47, 49  
 multi-national enterprises (MNE's) 79  
 multiagent contract formulation architecture 260  
 multiple watermarking 236  
 music industry 105  
 music models 112  
 My-Hammer.de 164

## **Index**

### **N**

Netflix 94  
network effects 280  
network effect theory 277

### **O**

observational learning 281  
offshore IT outsourcing 190  
offshore outsourcing, business climate effects 196  
offshore outsourcing, data analysis and findings 196  
offshore outsourcing, income distribution effects 195  
offshore outsourcing, social effects 195  
offshore outsourcing, socio-economic impacts 189  
offshore outsourcing, spiral effects 196  
offshore outsourcing, unemployment effects 193  
online advertising business 100  
online bill paying, customer characteristics on 311  
online bill paying, perceived risk and benefit 311  
online bill paying, system features 311  
online business models 139  
online business models of BAP 145  
online enrollment to health plans 123  
online payment adoption, research frameworks for 315  
online payment method, advantages of 313  
online payment methods, characteristics of 313  
online payments, barriers of adopting 313  
online payment system, perceived characteristics of 314  
organisational performance 32  
organizational behavior 17  
organizational differences 93  
organizational restructuring 131  
organizational transformations 250  
outpatient healthcare, quality factors 6  
outpatient healthcare CRM strategic differentiation model 7

### **P**

P2P, global nature of 279  
P2P file-sharing applications 278  
P2P network 279  
P2P technologies 279  
passive-interest magazines 139  
peer-to-peer file sharing technologies 277  
perceived ease of use (PEOU) 312  
perceived risk 314  
perceived risk and benefit 311

perceived usefulness (PU) 312  
performance marketing xv, 155, 166  
personal information 316  
portable document format (PDF) 206  
product development 140  
product strategy 168  
program customers 59  
public relations xv, 155, 166

### **Q**

Quotatis 170

### **R**

reconfigured value chain 115  
relational capital (Shili) dimension 177  
relational capital dimension 180  
relational marketing 14, 16  
reliability 212  
remuneration and reward system 26  
reproduction systems 111  
resource-based thinking 92  
resource-based view of the firm 94  
retail customer loyalty 48

### **S**

selective auctions 161  
service content and usability (SCU) 62  
share of wallet 18  
shopping experience, dissatisfying 58  
shopping experience, satisfying 58  
shopping intention 294  
Sony Safe Harbor 224  
spatial watermarking 234  
strategic cooperation 167  
strategic dyadic partnerships 176  
strategic maneuvering 122  
strategic positioning 92  
Sudatel-Contracting agent 261  
supply chain management perspective 253  
supply chain management practice 252  
supply chain processes, mis-appropriation of 252  
supra-network transgenic (Supra-Renli) dimension 177  
symbiotic e-health network dimensions 179  
symbiotic e-health network model 179, 184  
symbiotic information networks 176  
system features 311  
system security 316

**T**

tech-based view of the firm 94  
technology acceptance model (TAM) 298, 312  
television, definition 107  
television industry 104  
transactional capital (Wuli) dimension 177  
transactional capital dimension 180  
transactional skills (Renli) dimension 177  
transactional skills dimension 180  
transformational skills (Renli) dimension 177  
transformational skills dimension 180  
transgenic supra-network dimension 180  
transgenic symbiotic dyadic information network  
model 178

**U**

U.S. healthcare organizations 123  
UDDI 241  
Undertool.de 164  
user-centric Web-enabled services xviii, 294

**V**

value creation chain 108  
vendor's system characteristics 318  
vendors' service features 318  
video and TV models 112  
video broadcasting 108

**W**

Watermarking 232  
watermarking and JPEG2000 238  
watermarking process 232  
watermarking process, detailed 234  
watermarking techniques 233  
watermark types 234  
Web-enabled services xviii, 294  
Web browsing capability 297  
wireless cards 297  
wireless communication technology xviii, 294  
Wuli-Shili-Renli (WSR) approach xvi, 175

**X**

XBRL, adoption in Australia 205  
XBRL adoption and diffusion xvii, 205  
XBRL production and consumption 213  
XBRL project 212  
XBRL research 208  
XBRL specification 214

**Y**

Yahoo 97