

An Excellent Addition to Your Library!

Released: February 2014

Green Technology Applications for Enterprise and Academic Innovation



Part of the Advances in Environmental Engineering and Green Technologies Book Series

Ezendu Ariwa
(University of Bedfordshire, UK)

In the age of corporate responsibility, green technology and sustainability continue to grip the consciousness of business and academic institutions. However, development of appropriate business-driven green applications requires an awareness of best practices of the green agenda.

Green Technology Applications for Enterprise and Academic Innovation addresses the importance of green technology and sustainability for technology, enterprise, and academic innovation in energy management, renewable energy, and carbon reduction strategies. This book acts as the bridge for practitioners, academia, businesses, industrialists, governmental executives, and students seeking research in this emerging area.

Topics Covered:

- Sustainability
- Digital Enterprise
- Corporate Social Responsibility
- Business Intelligence Technologies
- Green Technology, Business, Computing, and Communication
- Implementation of Webographic Development
- Information Systems and Business Systems
- Knowledge Management and Sustainability
- Social Capital and Human Capital
- Social Enterprise and Healthcare Informatics
- Social Media and Enterprise

ISBN: 9781466651661; © 2014; 342 pp.

Print: US \$225.00 | Perpetual: US \$340.00 | Print + Perpetual: US \$450.00

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners. Ideal for classroom use.



www.igi-global.com

Publishing Academic Excellence
at the Pace of Technology Since 1988

Chapter 1

The Effect of Web 2.0 Usage in E-Service Quality in Hospitality

Berislav Andrić (Polytechnic of Požega, Croatia)
Ezendu Ariwa (University of Bedfordshire, UK)

Chapter 2

Forecasting the Trends in Cloud Computing and its Impact on Future IT Business

Ebin Deni Raj (VIT University, India)
L. D. Dhinesh Babu (VIT University, India)
Ezendu Ariwa (University of Bedfordshire, UK)
M. Nirmala (VIT University, India)
P. Venkata Krishna (VIT University, India)

Chapter 3

Teaching Accounting and Management through Business Simulation:

Paulino L. Silva (Instituto Politécnico do Porto, Portugal)
J. Freitas Santos (Instituto Politécnico do Porto, Portugal)
Isabel Vieira (Instituto Politécnico do Porto, Portugal)

Chapter 4

Microfinance Banks and their Impact on Small and Medium Scale Industries for Economic Growth

Mustapha Shitu Suleiman (Ahmadu Bello University, Nigeria)

Chapter 5

Sustainable Shipping to Meet the Needs of Small Island Developing States

Jennifer Teeter (Kyoto University, Japan)

Chapter 6

The Role of Multinational Corporations in Community Development Initiatives in Cameroon

Kingsly Awang Ollong (University of Bamenda, Cameroon)

Chapter 7

Social Networking Technology:

Simeon Ozuomba (University of Uyo, Nigeria)
Gloria A. Chukwudebe (Federal University of Technology Owerri, Nigeria)
Felix K. Opara (Federal University of Technology Owerri, Nigeria)
Michael C. Ndinechi (Federal University of Technology Owerri, Nigeria)

Chapter 8

Engendering Sustainable Development through the Adoption of Digital Publishing Innovations

Nkechi M. Christopher (University of Ibadan, Nigeria)
Emmanuel C. Ifeduba (Redeemer's University, Nigeria)

Chapter 9

Sustainable Energy and the Growth of Small and Medium Enterprises in Ghana

Ruby Melody Agbola (Central University Business School, Ghana)
Evans Sokro (Central University Business School, Ghana)

Chapter 10

Sustainability in Higher Education:

I. L. St John (Plymouth University, UK)
A. D. Phippen (Plymouth University, UK)
M. Hudson Smith (Plymouth University, UK)

Chapter 11

Reframing Corporate Social Responsibility in Developing Countries:

Wilson Ozuem (University of Gloucestershire, UK)
Geoff Lancaster (London School of Commerce, UK)

Chapter 12

Green Data Center

Bernardi Pranggono (Glasgow Caledonian University, UK)
Huaglori Tianfield (Glasgow Caledonian University, UK)

Chapter 13

Corporate Strategy from the Bottom:

Luca Romano (European School of Economics "Roma Tre" University, Italy)

Chapter 14

The Contribution of Teleworking towards a Green Computing Environment

Iheanyi Chuku Egbuta (University of South Wales, UK)
Brychan Thomas (University of South Wales, UK)
Said Al-Hasan (University of South Wales, UK)

Chapter 15

Financial Sustainability of the Private-Public Partnership Projects:

Anton Devčić (Polytechnic of Požega, Croatia)
Marko Šostar (Polytechnic of Požega, Croatia)
Sanja Babić (ELPOS Ltd, Croatia)

Chapter 16

Sustainable Production Planning Supporting Entrepreneurial Success and Environmental Friendliness

Markus Heck (SAP AG, Germany)

Chapter 17

Simulation of Knowledge Intensive Processes

Grzegorz Majewski (University of the West of Scotland, UK)
Abel Usoro (University of the West of Scotland, UK)
Peiran Su (University of the West of Scotland, UK)

Chapter 18

Vertical Landscape Design

Gökçen Firdevs Yücel (Istanbul Aydın University, Turkey)

Order Your Copy Today!

Name: _____

Organization: _____

Address: _____

City, State, Zip: _____

Country: _____

Tel: _____

Fax: _____

E-mail: _____

Enclosed is check payable to IGI Global in
US Dollars, drawn on a US-based bank

Credit Card Mastercard Visa Am. Express

3 or 4 Digit Security Code: _____

Name on Card: _____

Account #: _____

Expiration Date: _____