Strategic E-Commerce Systems and Tools for Competing in the Digital Marketplace

Part of the Advances in E-Business Research (AEBR) Book Series

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Description:
As financial systems migrate to a pervasive, online environment, business leaders and layman investors alike must adapt to changes in the market brought about by this new age of business.

Strategic E-Commerce Systems and Tools for Competing in the Digital Marketplace advances the body of knowledge on electronic business and commerce with an in-depth look at the opportunities and concerns surrounding online business and finance.

Readers:
This cutting-edge reference aids business leaders, financial managers, investors, and consumers looking to build their portfolios and thrive in modern digital business environments.


Topics Covered:
- Cultural Analogues
- Digital Marketing Optimization
- E-Commerce Network
- IT Value Management
- Purchase-Based Targeted Advertising
- Semantic++ Electronic Commerce Architecture
- Theory of Planned Behavior

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Chapter 1
Semantic++ Electronic Commerce Architecture and Models in Cloud
Guigang Zhang, Institute of Automation, Chinese Academy of Sciences, China & Tsinghua University, China
Chao Li, Tsinghua University, China
Yong Zhang, Tsinghua University, China
Chunxiao Xing, Tsinghua University, China
Sixin Xue, Tsinghua University, China & Renmin University, China
Yuanan Liu, Renmin University, China

Chapter 2
A Literature Review on IT Value Management: Assisting Organisations to Realize Benefits from IT Enabled
Kim Maes, Antwerp Management School, University of Antwerp, Belgium
Steven De Haes, Antwerp Management School, University of Antwerp, Belgium
Wim Van Grevenbergh, Antwerp Management School, University of Antwerp, Belgium

Chapter 3
Evaluation of B2B Pharmaceutical Supply Chain in Australia
Chad Lin, Curtin University, Australia
Geoffrey Jalleh, Curtin University, Australia

Chapter 4
A General Evolution Mechanism Model for E-commerce Network
Zhihong Tian, Beijing Jiaotong University, China
Zhenji Zhang, Beijing Jiaotong University, China
Xiaolan Guan, Beijing Institute of Graphic Communication, China

Chapter 5
Predicting low-carbon tourism behavior: A modified Theory of Planned Behavior model from Taiwan
Nae-Wen Kuo, Department of Geography, National Taiwan Normal University, Taiwan
Yue-Mu Dai, Graduate Institute of Recreation, Tourism, and Hospitality Management, National Chia-yi University, Taiwan

Chapter 6
Branding Cultural Analogues in Virtual Communities
Robert Pennington, Fo Guan University, Taiwan

Chapter 7
The Relationship between Online Reviews, Brand Trust and Willingness to Buy
Vincent Cheng, Macau University of Science and Technology, Macau
Joan Rhodes, Macquarie University, Australia
Peter Lok, University of Sydney Business School, ITLS, University of Sydney, Australia

Chapter 8
Digital Marketing Optimization
Neha Jain, Jaypee Business School, India
Vandana Ahuja, Jaypee Business School, India
Yajula Meda, Jaipe Group, India

Chapter 9
Purchase-Based Targeted Advertising: A Competitive Analysis
Jianqiang Zhang, Department of Advertising, Jiangsu Normal University, China
Weijian Zhong, School of Economics and Management, Southeast University, China
Shue Mei, School of Economics and Management, Southeast University, China

Chapter 10
Electronic Commerce and Change in Management Accounting practices in an Egyptian Organization
Mayada Abd El-Aziz Youssef, UAE University, UAE

Chapter 11
An Investigation into the factors affecting e-commerce adoption decisions by SMEs in a study in Saudi Arabia
Subah Abdullah Al-Somali, King Abdulaziz University, Saudi Arabia
Roya Gholami, Aston Business School, Aston University, UK
Ben Clegg, Aston Business School, Aston University, UK