E-Business Issues, Challenges and Opportunities for SMEs: Driving Competitiveness

Maria Manuela Cruz-Cunha (Polytechnic Institute of Cavado and Ave, Portugal) and João Varajão (University of Trás-os-Montes e Alto Douro, Portugal)

Electronic business plays a central role in the economy, facilitating the exchange of information, goods, services, and payments. It propels productivity and competitiveness and is accessible to all enterprises, and as such, represents an opportunity also for SME competitiveness.

E-Business Issues, Challenges and Opportunities for SMEs: Driving Competitiveness discusses the main issues, challenges, opportunities, and solutions related to electronic business adoption, with a special focus on SMEs. Addressing technological, organizational, and legal perspectives in a very comprehensive way, this text aims to disseminate current developments, case studies, new integrated approaches, and practical solutions and applications for SMEs.

Topics Covered:
• Development of e-commerce
• Development of e-procurement
• Enterprise engineering and integration
• Information and application integration
• Level of preparedness of SMEs

• New business models
• Ontologies and taxonomies
• Privacy and security
• Protection against knowledge loss
• Regulatory aspects

Print: US $180.00 | Perpetual: US $255.00 | Print + Perpetual: US $360.00

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

Maria Manuela Cruz-Cunha is currently an Associate Professor in the School of Technology at the Polytechnic Institute of Cavado and Ave, Portugal. She holds a Dipl. Eng. in the field of Systems and Informatics Engineering, an M.Sc. in the field of Computer Integrated Manufacturing and a Dr. Sci. in the field of Production Systems Engineering. She teaches subjects related with Information Systems, Information Technologies and Organizational Models to undergraduate and post-graduate studies. She supervises several PhD projects in the domain of Virtual Enterprises and Information Systems and Technologies. She regularly publishes in international peer-reviewed journals and participates on international scientific conferences. She serves as a member of Editorial Board and Associate Editor for several International Journals and for several Scientific Committees of International Conferences. She has authored and edited several books and her work appears in more than 100 papers published in journals, book chapters and conference proceedings. She is the co-founder and co-chair of several international conferences: CENTERIS – Conference on ENTERprise Information Systems, VINOrg - International Conference on Virtual and Networked Organizations: Emergent Technologies and Tools and SeGAH – IEEE International Conference on Serious Games and Applications for Health.