E-Commerce for Organizational Development and Competitive Advantage

Mehdi Khosrow-Pour
(Information Resources Management Association, USA)

As e-commerce continues to develop, organizations have adopted its technological advancements in order to keep a strategic advantage in the business environment.

E-Commerce for Organizational Development and Competitive Advantage provides insight on the challenges related to the management aspects of e-commerce and its influence over organizational development. With the growing applications of electronic commerce technologies, this reference source is vital for educators, researchers, and managers interested in the advantages of this field.

Topics Covered:
• Customer Behavior
• Mobile Commerce Technologies and Applications
• Organizational Learning
• Political Issues
• Strategic Management
• Virtual Enterprises
• Web Services Technologies

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Mehdi Khosrow-Pour (DBA) received his Doctorate in Business Administration from the Nova Southeastern University (FL, USA). Dr. Khosrow-Pour taught undergraduate and graduate information system courses at the Pennsylvania State University – Harrisburg for 20 years where he was the chair of the Information Systems Department for 14 years. He is currently president and publisher of IGI Global, an international academic publishing house with headquarters in Hershey, PA and an editorial office in New York City (He is the author/editor of over twenty books in information technology management. He is also the editor-in-chief of the Information Resources Management Journal, the Journal of Cases on Information Technology, the Journal of Electronic Commerce in Organizations; and the Journal of Information Technology Research, and has authored more than 50 articles published in various conference proceedings and journals.

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