

1. Record Nr.	UNINA9910739467603321
Titolo	Electronic Business and Marketing : New Trends on its Process and Applications // edited by Tokuro Matsuo, Ricardo Colomo-Palacios
Pubbl/distr/stampa	Berlin, Heidelberg : , : Springer Berlin Heidelberg : , : Imprint : Springer, , 2013
ISBN	3-642-37932-X
Edizione	[1st ed. 2013.]
Descrizione fisica	1 online resource (XII, 186 p. 58 illus.)
Collana	Studies in Computational Intelligence, , 1860-949X ; ; 484
Disciplina	006.3
Soggetti	Computational intelligence Artificial intelligence Information technology Business—Data processing Computational Intelligence Artificial Intelligence IT in Business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di contenuto	Towards New Generation E-Business and Marketing -- Results of CRM Adoption in Large Companies in Portugal -- The Effectiveness of a New Product Coordinator in Market Access for a Semiconductor Venture -- POST-VIA: Develop Individualized Marketing Strategies for Tourists -- A Help Desk Support System based on Relationship between Inquiries and Responses -- The Impact of Advertising in Emergent Economic Context: A System Dynamics Simulation Approach -- Using Caching Techniques to Improve the Performance of Rule-based Inference Applications in Semantic Technologies -- Influence of Users' Perceived Compatibility and their Prior Experience on B2C e-Commerce Acceptance -- Behavior Analysis of Video Hosting Website Users Based on an Extended Technology Acceptance Model -- Social Media Networker: A New Profile for a New Market -- Context-aware Advertising in Pervasive Computing Environment -- Towards Early Detections of the Bad Debt Customers among the Mail Order Industry.
Sommario/riassunto	Electronic business today is not only business transactions supported

in information and communication technologies; it is a new way of communicating and integrating with customers, suppliers, employees and other stakeholders. In this scenario, electronic business is now part of a wider economic context that is causing radical transformations in business and organizations including the entire value chain from customer service to supply chain management. One of the areas affected is marketing. Given that the new technologies have enabled firms to reach out to global customers and has provided them with the opportunity to customize their strategies and offerings in an unprecedented way, the dynamics of marketing must be surveyed in order to study the impact of new trends like mobile customer relationship management or mass customization on marketing function. This book provides an overview of the e-Business and Marketing areas by uniting various papers from these fields. "Electronic Business and Marketing" includes theory and practice on electronic business and marketing from an academic and professional viewpoint providing also a forum for the exchange of research ideas and industry practices in these knowledge areas among practitioners, researchers and students. .
