Record Nr. UNINA9910806887703321 **Titolo** E-Service: new directions in theory and practice / / edited by Roland T. Rust and P.K. Kannan Pubbl/distr/stampa Armonk, N.Y., : M.E. Sharpe, c2002 **ISBN** 1-315-29128-2 1-315-29129-0 1-315-29127-4 1-280-93416-6 9786610934164 0-7656-2009-X Edizione [1st ed.] Descrizione fisica 1 online resource (350 p.) Altri autori (Persone) RustRoland T KannanP. K Disciplina 658.8/4 Soggetti Electronic commerce Customer services Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di bibliografia Includes bibliographical references and index. Nota di contenuto Contents; List of Tables and Figures; Preface; 1 The Era of e-Service; e-Service-The Concept: Transformation to e-Service: Opportunities and Challenges; Conclusions; References; Part I The Customer-Technology Interface; 2 Techno-Ready Marketing of e-Services Customer Beliefs About Technology and the Implications for Marketing e-Services; 3 Self-Service Technologies; 4 Robots and Gunslingers Measuring Customer Satisfaction on the Internet; 5 "In Web We Trust" Establishing Strategic Trust Among Online Customers 6 e-Service Environment Impacts of Web Interface Characteristics on Consumers' Online Shopping BehaviorPart II Business Opportunities and Strategies; 7 Smart Versus Dumb Service Strategies A Framework for e-Business Intensity; 8 Real-Time Marketing in e-Services; 9 A Survey of Recommendation Systems in Electronic Commerce; 10 The Wireless Rules for e-Service Critical Issues for Managers and Researchers; Part III Public-Sector Opportunities: 11 e-Learning Fifth-Generation Learning and Its Impact on Management Education; 12 The Customer-Centric

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Sommario/riassunto	This text provides a collection of different perspectives on "e-Service" and a unified framework to understand it. It focuses on: the customertechnology interface; e-Service business opportunities and strategies; and public sector e-Service opportunities.