

1. Record Nr.	UNINA9911101099303321
Titolo	E-commerce and the digital economy // Michael J. Shaw, editor
Pubbl/distr/stampa	Armonk, NY : , : M.E. Sharpe, , 2006
ISBN	1-317-47269-1 1-138-68131-8 1-315-70505-2 0-7656-2007-3 9781315705057
Edizione	[1st ed.]
Descrizione fisica	1 online resource (328 p.)
Collana	Advances in management information systems ; ; v. 4
Altri autori (Persone)	ShawMichael <1956->
Disciplina	381.142
Soggetti	Electronic commerce Commerce - Data processing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	First published 2006 by M.E. Sharpe.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	CONTENTS; SERIES EDITOR'S INTRODUCTION; REFERENCES; ACKNOWLEDGMENTS; E-COMMERCE AND THE DIGITAL ECONOMY AN INTRODUCTION; PROLOGUE; THE TECHNOLOGY ENABLER; ORGANIZATIONAL TRANSFORMATIONS; PROCESS/SUPPLY CHAIN TRANSFORMATIONS; CHANNEL MANAGEMENT; B2B OPPORTUNITIES; VALUE PROPOSITIONS AND JUSTIFICATION; UBIQUITOUS COMMERCE; OPEN AND DYNAMIC ENTERPRISES; OVERVIEW OF THE ORGANIZATION OF THIS VOLUME; PART I INFORMATION TECHNOLOGY STANDARDS AND THE TRANSFORMATIONS OF INDUSTRY STRUCTURE CHAPTER 1 MEASURING THE BUSINESS BENEFITS OF WEB-BASED INTERORGANIZATIONAL SYSTEMS A CO-ADOPTION MODEL FOR STANDARDS DEVELOPMENTCHAPTER 2 IMPACT OF STANDARDIZATION ON BUSINESS-TO-BUSINESS COLLABORATION; CHAPTER 3 THE IMPACT OF B2B ELECTRONIC COMMERCE TECHNOLOGY, PROCESSES, AND ORGANIZATION CHANGES A CASE STUDY IN THE PERSONAL COMPUTER INDUSTRY; CHAPTER 4 THE STANDARDIZATION GAP AN ECONOMIC FRAMEWORK FOR NETWORK ANALYSIS; PART II EMPHASIS ON CONSUMERS AND CUSTOMIZATION; CHAPTER 5 EXTENDING CUSTOMERS' ROLES IN E-COMMERCE 75 CHAPTER 5 EXTENDING

CUSTOMERS' ROLES IN E-COMMERCE PROMISES, CHALLENGES
CHAPTER 6 HUMAN FACTORS AND E-COMMERCECHAPTER 7 BUNDLING
AND UNBUNDLING OF ELECTRONIC CONTENT; CHAPTER 8 CURRENT
AND FUTURE INSIGHTS FROM ONLINE AUCTIONS A RESEARCH
FRAMEWORK; PART III MANAGEMENT OF MOBILE AND INFORMATION
TECHNOLOGY INFRASTRUCTURE; CHAPTER 9 PEER-TO-PEER
TECHNOLOGIES FOR BUSINESS-TO-BUSINESS APPLICATIONS; CHAPTER
10 TOPOGRAPHICAL LEVERAGING OF SHARABLE SERVICES THE
CONCEPT OF CAPACITY PROVISION NETWORKS; CHAPTER 11 MOBILE
COMMERCE A VALUE SYSTEM PERSPECTIVE; CHAPTER 12 EXPLAINING
THE SUCCESS OF NTT DOCOMO'S I-MODE THE CONCEPT OF VALUE
SCOPE MANAGEMENT
PART IV TRUST, SECURITY, AND LEGAL ISSUESCHAPTER 13 TRUST IN
ONLINE CONSUMER EXCHANGES EMERGING CONCEPTUAL AND
THEORETICAL TRENDS; CHAPTER 14 SPOTTING LEMONS IN THE PKI
MARKET ENGENDERING TRUST BY SIGNALING QUALITY; CHAPTER 15
PRIVATE LAW ON THE INTERNET THE PERFORMANCE OF THE
ICANN/UDRP SYSTEM; ABOUT THE EDITOR AND CONTRIBUTORS; SERIES
EDITOR; INDEX

Sommario/riassunto

Divided into four parts, this book offers a state-of-the-art survey of information systems research on electronic commerce. It provides the framework for understanding the business trends, emerging opportunities, and barriers to overcome in the rapid developments taking place in electronic business and the digital economy.
