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Applying E-Commerce in Business - Rana Tassabehji 2003-05-02
This book provides an understanding of e-commerce by deconstructing it into its main constituents and explaining how they fit together. The objective is to introduce some consistency to the often contradictory views about e-commerce, bringing together different academic and management theories and frameworks into a coherent whole. It is written with a European perspective with examples that are drawn from around the globe, consistent with the nature of e-commerce. Visit the companion website An companion web site with links to exercises, further reading sections and teaching materials is available at www.tassabehji.co.uk This textbook gives an overview of e-commerce, relevant issues and frameworks. It looks at the foundations on which e-commerce is built - the technology. Managers and students of management must have an understanding of the infrastructure and inextricable linkages between processes and technology in a 21st century business. It is no longer acceptable or good business practice for technology to be the sole responsibility of IT departments. The book then goes on to examine businesses that have been built on these technology foundations. It explains the concept of the business model, the `dot com' phenomenon and frameworks that have emerged as a result. It also outlines the legal and ethical implications for an e-business. It outlines the academic debate about the impact of e-commerce on economics and management thinking. It concludes with a glance to the future, exploring the potential new wave of technology. This textbook will be essential for undergraduate and post graduate students. It is a user-friendly text with case studies, and learning objectives to guide the student and lecturers. A companion website will accompany the text including cases, student activities, PowerPoint slides, notes and articles in support of the book. It will also give lecturers direct access to the author. It will provide students with the skills to be able to converse knowledgeably with IT managers and be able to ask the right questions in order to make a decision about IT.

E-Business Process Management: Technologies and Solutions - Sounderpandian, Jayavel 2007-01-31
"This book explores the issues of supply chain management with new perspective providing examples of integrated framework for global SCM, novel ways of improving flexibility, responsiveness, and competitiveness via strategic IT alliances among channel members in a supply chain network, and techniques that might facilitate improved strategic decision making in a SCM environment"--Provided by publisher.

Impact of E-Commerce & Service Mgt & Marketing on Business Performance - Humaan Siddiqui 2012
World Business has been changed drastically in the previous two decades because of the immense spread of the E-Commerce and information systems. So that no one can deny the enormous and sheer power of the IT. Because those information engines adhere responsibly and gigantically for the effective establishment of the service management and marketing function at its entirety. And at the end of the day everything becomes organized, systematic, controlled and clear for the ease of human species. And that I think it is very important to watchdog the direction of the whole business enterprise that where it becomes headed towards. Purpose of the paper is to explore the industrious advantages that how E-Commerce and service management and marketing affect the business performance of the enterprises in a productive manner. Paper presents the empirical investigation of two companies Siemens and Habib Bank Limited. Both cases reflect upon the crispier and spicy impact that those information systems create, to sharpen and poise the built of the stakeholders in the business. It is concluded that E-Commerce has the positive impact on the service

management and marketing of the companies.
Handbook of Research on Organizational Transformations through Big Data Analytics - Tavana, Madjid 2014-11-30
Big data analytics utilizes a wide range of software and analytical tools to provide immediate, relevant information for efficient decision-making. Companies are recognizing the immense potential of BDA, but ensuring the data is appropriate and error-free is the largest hurdle in implementing BDA applications. The Handbook of Research on Organizational Transformations through Big Data Analytics not only catalogues the existing platforms and technologies, it explores new trends within the field of big data analytics (BDA). Containing new and existing research materials and insights on the various approaches to BDA; this publication is intended for researchers, IT professionals, and CIOs interested in the best ways to implement BDA applications and technologies.
Computerworld - 2001-02-19
For more than 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network.
The New Workplace - David Holman 2003-07-07
"Just-in-time", "total quality management", "lean manufacturing", "call centres", "team work", "empowerment" - most people in business have heard these buzz words, often offered as a panacea to all profit ills. So why don't they always work? Can you combine them anyhow? If not, why not? The New Workplace Handbook is a comprehensive guide to the evidence available on how modern working practices and technology affect the people in organizations. Within a broad psychological framework, leading experts examine how people work, their experience of work, the impact on productivity and performance and the human resource implications. Guidance is offered on a range of different methods, tools and practices that can be used to guide the design and implementation of modern working practices to ensure that pitfalls are avoided and the best possible results are obtained from new initiatives. Indispensable for consultants, this Handbook will also be useful for students and scholars in the psychology of business, human resource professionals and anyone involved in the management of new working practices.
ECRM 2018 17th European Conference on Research Methods in Business and Management - Prof. Michela Marchiori 2018-07-12
These proceedings represent the work of researchers participating in the 17th European Conference on Research Methodology for Business and Management Studies (ECRM) which is being hosted this year by Università Roma TRE, Rome, Italy on 12-13 July 2018.
Strategies and Tools for Managing Connected Consumers - Rose C. Ho 2019
"This book explores the social impact and influence of social media on online businesses"--
E-business and E-commerce Management - Dave Chaffey 2007
Aimed at students, this work covers various aspects of e-business - focusing on sales and marketing, as well as detailing procurement, supply chains, and the legal and security considerations. It contains a range of features to help you learn effectively including margin definitions, international case studies, activities and web links.
E-economy - Leslie Budd 2004
This rigorous text takes a critical view of the dot-com hype and considers the fundamental realities of the e-economy from a range of business perspectives.

Managing E-Crm Towards Customer Satisfaction and Quality Relationship Abu Bakar Abdul Hamid 2019-03-20
Electronic customer relationship management (ECRM) is a comprehensive business and marketing strategy for attracting and retaining customers over the internet. The proliferation of ECRM and its alarming failure rate call for a better understanding of the relationship between ECRM and its immediate objective. Based on the literature reviewed, there are few studies that have used service quality as a component of relationship quality in the relation between ECRM and customer satisfaction. The study investigates the influence of three components of ECRM (i.e., pre-purchase, at-purchase, and post-purchase ECRM) on customer satisfaction directly and through mediating variable relationship quality. A quantitative methodology using a cross-sectional survey method was used to investigate the relationship between variables.

E-supply Chain Technologies and Management - Qingyu Zhang 2007
E-supply chain is the use of information technology, electronic means, or cyberspace to bring together widely dispersed suppliers and buyers, to enhance coordination and knowledge sharing, and to manage upstream and downstream value chain channels. E-Supply Chain Technologies and Management offers the most comprehensive analysis of the concepts, models, and IT infrastructures of electronic supply chains. This Premier Reference Source provides a broad understanding of issues pertaining to the use of emerging information technologies and their impact on supply chain flexibility and management. Professionals, researchers, and practitioners who want to explore the concepts and principles of e-supply chain, or want to apply various e-supply chain models and systems to solve business problems, will find this reference book to be an indispensable tool.

E-Business: Issues and Challenges of 21st Century Prof. (Dr) B.B. Tiwari 2020-11-05
Considering the way that E-Commerce helps in encouraging a positive business and regulatory condition, the book investigates the mechanics and usual ways of doing things of E-Commerce. Additionally, it demonstrates how different components identified with E-Commerce add to the development of a lively and dynamic electronic network, bringing about financial and economic growth. It covers a wide range of issues under the umbrella of E-Commerce and the information based economy. In doing as such, it dives deep into the applicable issues and incorporates all advances associated with it.

Introduction to E-commerce - Zheng Qin 2010-06-30
Introduction to E-commerce discusses the foundations and key aspects of E-commerce while focusing on the latest developments in the E-commerce industry. Practical case studies offer a useful reference for dealing with various issues in E-commerce such as latest applications, management techniques, or psychological methods. Dr. Zheng Qin is currently Director of the E-Commerce Institute of Xi'an Jiaotong University.

Doing E-Business - David Taylor 2002-03-14
Strategies for becoming a fully functional E-business This book provides executives, managers, and entrepreneurs with practical ideas and techniques that will help them improve the way they implement and manage E-commerce and E-business. The authors have been E-business strategy consultants for over a decade, and this book is based on their experiences working with hundreds of Fortune 500 companies and dot com startups. The book is filled with examples of how companies across industries have used the Internet to sell in business-to-business E-marketplaces, as well as direct to consumers, and the problems they have encountered in the process. The book also covers many topics that other E-business books miss, including the impact of the Net's underground economy and how to involve customers emotionally with a Web-based business. David Taylor and Alyse Terhune (Stamford, CT) founded eMarket Holdings, LLC, an E-business strategy consulting firm in 1999. They have been e-commerce and e-business consultants for over a decade, primarily at Gartner Group, Inc.

e-Management - Ian Gouge 2012-12-06
In today's rush towards e-Business many organizations have failed to recognize that the responsibilities of IT Managers have significantly changed. No longer do the tried and trusted methods of the 3- or 4-GL lifecycle retain the value they once possessed; and the more we try to fit new e-Business developments into old and ill-fitting processes and practices, the greater the danger of compromising the business altogether. Ian Gouge offers an insight into the very real - and new - challenges faced by IT managers and professionals, such as: - What is e-Business? - What are the implications of e-Business for the IT

Professional? - What are the 'systems' expectations of both internal and external customers? What does the IT Manager need to consider to make an effective contribution to the new business model e-Management is a valuable guide for those responsible for the management of IT in the burgeoning world of e-Business. It also provides insight for those business managers who are more dependent on information technology for their business than perhaps they realise.

Research Anthology on E-Commerce Adoption, Models, and Applications for Modern Business - Management Association, Information Resources 2021-04-16
In the next few years, it is expected that most businesses will have transitioned to the use of electronic commerce technologies, namely e-commerce. This acceleration in the acceptance of e-commerce not only changes the face of business and retail, but also has introduced new, adaptive business models. The experience of consumers in online shopping and the popularity of the digital marketplace have changed the way businesses must meet the needs of consumers. To stay relevant, businesses must develop new techniques and strategies to remain competitive in a changing commercial atmosphere. The way in which e-commerce is being implemented, the business models that have been developed, and the applications including the benefits and challenges to e-commerce must be discussed to understand modern business. The Research Anthology on E-Commerce Adoption, Models, and Applications for Modern Business discusses the best practices, latest strategies, and newest methods for implementing and using e-commerce in modern businesses. This includes not only a view of how business models have changed and what business models have emerged, but also provides a focus on how consumers have changed in terms of their needs, their online behavior, and their use of e-commerce services. Topics including e-business, e-services, mobile commerce, usability models, website development, brand management and marketing, and online shopping will be explored in detail. This book is ideally intended for business managers, e-commerce managers, marketers, advertisers, brand managers, executives, IT consultants, practitioners, researchers, academicians, and students interested in how e-commerce is impacting modern business models.

Encyclopedia of E-Business Development and Management in the Global Economy - Lee, In 2010-02-28
"This research book is a repository for academicians, researchers, and industry practitioners to share and exchange their research ideas, theories, and practical experiences, discuss challenges and opportunities, and present tools and techniques in all aspects of e-business development and management in the digital economy"--Provided by publisher.

Encyclopedia of E-Commerce Development, Implementation, and Management - Lee, In 2016-03-31
The convenience of online shopping has driven consumers to turn to the internet to purchase everything from clothing to housewares and even groceries. The ubiquity of online retail stores and availability of hard-to-find products in the digital marketplace has been a catalyst for a heighted interest in research on the best methods, techniques, and strategies for remaining competitive in the era of e-commerce. The Encyclopedia of E-Commerce Development, Implementation, and Management is an authoritative reference source highlighting crucial topics relating to effective business models, managerial strategies, promotional initiatives, development methodologies, and end-user considerations in the online commerce sphere. Emphasizing emerging research on up-and-coming topics such as social commerce, the Internet of Things, online gaming, digital products, and mobile services, this multi-volume encyclopedia is an essential addition to the reference collection of both academic and corporate libraries and caters to the research needs of graduate-level students, researchers, IT developers, and business professionals. .

E-Business Issues, Challenges and Opportunities for SMEs: Driving Competitiveness - Cruz-Cunha, Maria Manuela 2010-09-30
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.

Impact and the Management Researcher - Usha C.V. Haley
2021-10-07
Universities, governments, faculty-evaluation committees, grant-bestowing institutions, scholars, and accreditation organizations have increasingly insisted on identifying and placing value on research impact. Valuation of research and scholarly output predicts innovation, affects careers, and guides resource allocations worldwide. This book joins the burgeoning conversation in management and the social sciences with theoretical and applied discussions of the concepts, measurements, costs and benefits that accrue to pursuing scholarly impact. The author draws on a pioneering study by the Academy of Management that asked its global membership of 20,000 how they assessed scholarly impact, including rankings and impact factors, and how institutions supported this pursuit. Through qualitative and quantitative cross-country analysis by professorial rank, geographical region and support for various metrics, as well as exploration of parallel discussions in the social and hard sciences, the author argues for an urgent re-examination of the visible and invisible hands of research evaluation that shape lives and global societies. The book presents original data on the external impacts of management research on policy, through the media, and in interest displayed by constituencies, which will make the book of interest to researchers, academics and students in the fields of business and management. Recommendations from leading management scholars and from the data follow for more valid, more reliable and less cynical metrics of research impact.

Apps Management and E-Commerce Transactions in Real-Time - Rezaei, Sajad 2017-03-16
Technology is continuously advancing and changing the way aspects of business are performed. The implementation of mobile business transactions to acquire various types of goods has changed the landscape of consumerism. Apps Management and E-Commerce Transactions in Real-Time is a timely research publication that features the latest scholarly trends, issues, and implications of the use of a new technological forum in electronic buying and selling. Including extensive coverage on a number of topics and perspectives such as social networks, customer satisfaction, and cloud computing, this book is ideally designed for researchers, academicians, and students seeking current research on mobile solutions in business deals.

Global Business: Concepts, Methodologies, Tools and Applications
Management Association, Information Resources 2011-05-31
"This multi-volume reference examines critical issues and emerging trends in global business, with topics ranging from managing new information technology in global business operations to ethics and communication strategies"--Provided by publisher.

Introduction to e-Business - Colin Combe 2012-07-26
An Introduction to e-Business provides the contemporary knowledge of the key issues affecting the modern e-business environment and links theory and practice of management strategies relating to e-business. This book brings together the most cogent themes for an introduction to e-business and constitutes a valuable contribution to formalising common themes for teaching the subject in higher education. It brings together theoretical perspectives based on academic research and the application of e-business strategies. These concepts are further explored in the six case studies that follow the set chapters. This new textbook integrates the main themes to provide a complete picture of the key elements relevant to an introductory text in e-business. To fully appreciate the e-business environment it is necessary to understand the links between the different disciplines that come together to form

Maximizing Business Performance and Efficiency Through Intelligent Systems - Rishi, Om Prakash 2017-02-22
Technology has vastly advanced over the years and created new developments and uses across various industries. By applying these new approaches in the business world, process management and organization can be significantly improved. Maximizing Business Performance and Efficiency Through Intelligent Systems is an essential reference publication for the latest research on methods to use artificial intelligence in organizational settings. Featuring coverage on a broad range of topics such as information retrieval, fuzzy systems, and neural networks, this book is ideally designed for students, professionals, and researchers seeking research on emerging advances in business technology applications.

e-Management - Ian Gouge 2003
In today's rush towards e-Business many organizations have failed to recognize that the responsibilities of IT Managers have significantly changed. No longer do the tried and trusted methods of the 3- or 4-GL lifecycle retain the value they once possessed; and the more we try to fit new e-Business developments into old and ill-fitting processes and practices, the greater the danger of compromising the business altogether. Ian Gouge offers an insight into the very real - and new - challenges faced by IT managers and professionals, such as: - What is e-Business? - What are the implications of e-Business for the IT Professional? - What are the 'systems' expectations of both internal and external customers? What does the IT Manager need to consider to make an effective contribution to the new business model e-Management is a valuable guide for those responsible for the management of IT in the burgeoning world of e-Business. It also provides insight for those business managers who are more dependent on information technology for their business than perhaps they realise.

E-Collaboration: Concepts, Methodologies, Tools, and Applications
Kock, Ned 2009-05-31
"This set addresses a range of e-collaboration topics through advanced research chapters authored by an international partnership of field experts"--Provided by publisher.

Advances in Production Management Systems. Value Networks: Innovation, Technologies, and Management - Jan Frick 2012-09-26
This book constitutes the thoroughly refereed post-conference proceedings of the International IFIP WG 5.7 Conference on Advances in Production Management Systems, APMS 2011, held in Stavanger, Norway, in September 2011. The 66 revised and extended full papers were carefully reviewed and selected from 124 papers presented at the conference. The papers are organized in 3 parts: production process, supply chain management, and strategy. They represent the breadth and complexity of topics in operations management, ranging from optimization and use of technology, management of organizations and networks, to sustainable production and globalization. The authors use a broad range of methodological approaches spanning from grounded theory and qualitative methods, via a broad set of statistical methods to modeling and simulation techniques.

Financial Technology and Disruptive Innovation in ASEAN - Anshari, Muhammad 2019-07-05
The emergence of financial technology (FinTech)-related products is causing major disruptions in financial services that enable financial solutions and innovative business models resulting in the fusion of finance and smart mobile technology. As ASEAN is undergoing a paradigm shift from government-to-government (G2G) to community-to-community (C2C) relationships with the emphasis on integration and collaboration, the adoption of FinTech and its possible future directions needs to be studied further. Financial Technology and Disruptive Innovation in ASEAN provides an assortment of innovative research that explores the recent FinTech initiative in ASEAN with respect to its process, strategies, challenges, and outcomes and highlights new business models, products, and services that affect financial markets and institutions and the provision of financial services. While highlighting topics including blockchain technology, cloud computing, and mobile banking, this book is ideally designed for business executives, managers, entrepreneurs, financial and banking practitioners, policymakers, academicians, students, professionals, and researchers.

The Emerald Handbook of ICT in Tourism and Hospitality - Azizul Hassan 2020-11-30
The Emerald Handbook of ICT in Tourism and Hospitality incorporates key research findings, in-depth case studies and discussion of the future implications stemming from technologies changes and developments across a number of core themes.

Network Security and Its Impact on Business Strategy - Ionica Oncioiu 2019-01-04
Information and communication systems are an essential component of our society, forcing us to become dependent on these infrastructures. At the same time, these systems are undergoing a convergence and interconnection process that, besides its benefits, raises specific threats to user interests. Citizens and organizations must feel safe when using cyberspace facilities in order to benefit from its advantages. Network Security and Its Impact on Business Strategy provides innovative insights into the impact of m-commerce, m-learning, and m-knowledge management technologies and the risks their usage has on different organizations, such as online stores, higher education institutions, multinational corporations, health providers, and more. Highlighting topics including cyberterrorism, smart security, and cyber ethics, this book is designed for IT and security specialists and consultants, managers and risk managers, corporations, health providers,

researchers, academicians, and students.

Dynamic E-business Implementation Management - Bennet P. Lientz 2001
This book presents proven real world management methods that are adaptive, dynamic and flexible in an e-business envrionment. It addresses ways to change business processes in order to align them with other e-businesses.

E Commerce for Entrepreneurs - Dr. Sudeshna Chakraborty
Step-by-step guide to learning the role of E-commerce in our economy KEY FEATURES • Hands-on with the concept of E-Commerce and E-Business. •Understand the know-how of working of E-Commerce framework. •Learn the type of E-Payment system and its mechanism. •Understanding Brand building and Digital Marketing methods. DESCRIPTION Electronic Commerce (E-Commerce) is a new way of carrying out business transactions through electronic means in general and the Internet environment by supporting this industry in particular, has been proving its potential benefits and effective contribution to the socio-economic growth. As an essential part of the "Digital Economy", E-Commerce plays a key role in opening the door to the 21st century, the new era of the knowledge-based economy. In this book, you will understand the basic concepts of E-Commerce and E-Business. The Internet has the broadcasting capability and is a mechanism for information dissemination and a medium for collaboration and interaction between individuals through computers irrespective of geographic locations. The motive of this book is to present an introduction to E-Commerce and E-Banking industry. It will cover the key E-Banking concepts, changing dynamics, implementation approaches, and management issues in the E-Banking industry and Brand building. WHAT YOU WILL LEARN •Understand the different models of E-Commerce. •Get to know more about the various types of Electronic Payment Systems. •Understand the security issues in Electronic Payment Systems. •Get familiar with the concept of Electronic banking and Online publishing. •Understanding how Digital marketing can impact on E-Commerce. WHO THIS BOOK IS FOR This book is for everyone interested in knowing more about E-Commerce. Existing professionals associated with the E-Commerce industry can use this book as a reference guide. TABLE OF CONTENTS 1.Describe the concept of E-commerce and E-business 2.Understand the E-commerce framework 3.Learn the various functions of E-commerce 4.Describe the models of E-commerce 5.Describe the concept of the Internet and its use in E-commerce 6.Define the various types of electronic payment systems 7.Understand the security issues in electronic payment system 8.Learn the concept of electronic banking and online publishing 9.Describe the methods of brand building in the market 10.Understand the role of digital marketing in brand building

Reshaping Accounting and Management Control Systems - Katia Corsi 2017-03-21
This book examines the relationship between digital innovations on the one hand, and accounting and management information systems on the other. In particular it addresses topics including cloud computing, data mining, XBRL, and digital platforms. It presents an analysis of how new technologies can reshape accounting and management information systems, enhancing their information potentialities and their ability to support decision-making processes, as well as several studies that reveal how managerial information needs can affect and reshape the adoption of digital technologies. Focusing on the four major aspects data management, information system architecture, external and internal reporting, the book offers a valuable resource for CIOs, CFOs and more generally for business managers, as well as for researchers and scholars. It is mainly based on a selection of the best papers - original double blind reviewed contributions - presented at the 2015 Annual Conference of the Italian Chapter of the Association for Information Systems (AIS).

E-Business Management - Michael Shaw 2003
E-Business Management: Integration of Web Technologies with Business Models contains a collection of articles by leading information systems researchers on important topics related to the development of e-business. The goal is to enhance the understanding of the state of the art in e-business, including the most current and forward-looking research. The book emphasizes both business practices and academic research made possible by the recent rapid advances in the applications of e-business technology. The book should help graduate students, researchers, and practitioners understand major e-business developments, how they will transform businesses, and the strategic implications to be drawn. By illustrating in detail the major e-business developments and research, E-Business Management focuses on

addressing e-business management from the perspective of information systems research. In order to cover the subject matter in sufficient breadth and depth, the book is organized into the following five main sections: -e-Business Fundamentals; -e-Business Best Practices; -Marketing, Customer Relations, e-Services, and Personalization; -Formation of New Intermediaries and e-Markets, and -B2B and Supply-Chain Management: New Business Models and Valuation.

Towards the Knowledge Society - João L. Monteiro 2002-09-30
Towards the Knowledge Society is a state-of-the-art book covering innovative trends in the design, implementation and dissemination of eCommerce, eBusiness, and eGovernment. The book contains recent results of research and development in the areas of: - eGoverment; | - eMarkets; - eLearning; - eBusiness (B2B and B2C); - Trust, Security and Fraud; - Public Services and Health; - Design of I.S., Web and Technology Systems; - Applications and Procedures for eCommerce/eBusiness. Towards the Knowledge Society comprises the proceedings of I3E 2002, the Second International Conference on eCommerce, eBusiness, eGovernment, which was sponsored by the International Federation for Information Processing (IFIP) and held in Lisbon, Portugal in October 2002.

Journal of Electronic Commerce in Organizations (JECO) - 2009

Electronic Commerce - Ravi Kalakota 1997
This book is the ideal starting point for business managers involved with electronic commerce, as well as technical professionals who want to keep abreast of the latest trends and issues in management practices affected by electronic commerce technology. You will learn about firewalls, transaction security, electronic payment methods, and the management issues facing Internet Service Providers. Also fully covered are electronic commerce applications internal to the corporation-supply-chain management, manufacturing, and finance.

E-Management @ Work - Godefroy Beauvallet 2002
How can you obtain real productivity results from all this Web technology your company has just purchased? How can you master the confusing watershed of over-hyped concepts, killer-apps and born-again Pure-play consultants? This book is the outcome of many discussions with managers dealing with the rise of e-business—at firm and/or team level. Gurus and pundits claim that the Web and its applications are poised to trigger a profound workplace revolution. The book shows that the Web's real promise lies in a service productivity revolution. It is structured to help the reader in his or her understanding of this three-step transformation: —"business as usual, but faster": basic uses of e-technologies, such as e-mail, Websites, online research and how simple tools can be used effectively to obtain office productivity improvements; —"same business, new channels": draw the implications for your business of developments such as e-commerce, marketplaces, Internet marketing and intranets; —"the e-management revolution": welcome to the e-revolution—explore how the Web inventors' dreams lead to a constant flow of new Web based applications and how these might, as they get absorbed by the market, change the face of business as we know it.

Perceived Social Media Marketing Activities and Its Impact on Customer Retention and Consumer Attitude - Josephine Lawal 2022-11-10
Doctoral Thesis / Dissertation from the year 2016 in the subject Business economics - Offline Marketing and Online Marketing, grade: pass, , course: Ph.D in Business, language: English, abstract: This study aims to contribute to an improved understanding of the nature, dimension of perceived social media marketing activities in the UK retail clothing industry. This thesis embraces the major perceived social media marketing activities of clothing retailers which namely; Entertainment, interaction, trendiness, customization and word of mouth. It also investigates if there's an existence of relationship between social media marketing activities and customer retention as well as the relationship between customer retention and consumer attitude. Social Exchange theory and Ranaweera and Prabhu's (2003) holistic approach were the major theories used in this research.; two factors is identified in this study because of time limitation that determines customer retention and the rest of the factors has been recommended for further research: customer satisfaction and customer trust. Social media marketing activities has become vital for organisations in an online environment. Although the role of social media marketing activities has been examined in an online marketing environment, their existence and significance in predicting customer retention has not been explored. This research examines the impact of social media marketing on customer retention and particularly focuses on the activities UK clothing companies' uses

and their impact on customer retention and consumer attitude. The data were collected through online questionnaires from over 220 retail clothing customers in London and United Kingdom. Over-all, the strategy for evaluating the psychometric properties of the measurement is split into two parts: measurement model calibration and measurement model validation which involve Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA). All intended hypotheses are tested using Structural Equation Modelling (SEM).