Encyclopedia of E-Business Development and Management in the Global Economy

In Lee
Western Illinois University, USA

Volume I
## Contents

by Volume

### Volume I

**Section 1: Theoretical Foundations of E-Business**

- Chapter 1. The Macroeconomic Impacts of E-Business on the Economy / Daniel Heil, Pepperdine University, USA; James E. Prieger, Pepperdine University, USA ......................................................... 1
- Chapter 2. The Microeconomic Impacts of E-Business on the Economy / James E. Prieger, Pepperdine University, USA; Daniel Heil, Pepperdine University, USA ......................................................... 12
- Chapter 4. Prices on the Internet / Jihui Chen, Illinois State University, USA ......................................................... 36
- Chapter 5. Price Dispersion on the Internet: A Further Review and Discussion / Fang-Fang Tang, Peking University, People's Republic of China; Xiaolin Xing, Fannie Mae, USA ......................................................... 46
- Chapter 6. The Electronic Law of One Price (eLOP) / Camillo Lento, Lakehead University, Canada; Alexander Serenko, Lakehead University, Canada; Nikola Gradojevic, Lakehead University, Canada; Lorne Booker, McMaster University, Canada; Sert Yol, Kwantlen Polytechnic University, Canada ......................................................... 55
- Chapter 7. Trust in Electronic Commerce: Definitions, Sources, and Effects / Hongwei Du, California State University East Bay, USA; Albert Lederer, University of Kentucky, USA; Jiming Wu, California State University East Bay, USA ......................................................... 65
- Chapter 8. Avatar Theory / Ching-I Teng, Chang Gung University, Taiwan; Shao-Kang Lo, Chinese Culture University, Taiwan ......................................................... 75
- Chapter 9. Relationship between Second Life and the U.S. Economy / Rosemarie Reynolds, Embry-Riddle Aeronautical University, USA; Yusuke Ishikawa, Embry-Riddle Aeronautical University, USA; Amanda Macchiarella, Embry-Riddle Aeronautical University, USA ......................................................... 82

**Section 2: E-Business Planning and Performance Evaluation**

- Chapter 10. E-Business Adoption and its Impact on Performance / Sabah Abdullah Al-Somali, Aston University, UK; Ben Clegg, Aston University, UK; Roya Gholami, Aston University, UK ......................................................... 95
Chapter 11. B2B Website Benefits Realization in Australian SMEs / Chad Lin, Curtin University of Technology, Australia; Yu-An Huang, National Chi Nan University, Taiwan; Rosemary Stockdale, Massey University, New Zealand

Chapter 12. Lifelong Learning in the Knowledge Economy: An Empirical Analysis of E-Learning Adoption at Firm-Level / Maria Rosalía Vicente, University of Oviedo, Spain; Ana Jesús López, University of Oviedo, Spain

Chapter 13. Measuring the Quality of E-Business Services / Mark Springer, Western Washington University, USA; Craig K. Tyran, Western Washington University, USA; Steven Ross, Western Washington University, USA

Chapter 14. Measuring B2C Quality of Electronic Service: Towards a Common Consensus / Mahmoud Amer, Carl von Ossietzky University of Oldenburg, Germany; Jorge Marx Gómez, Carl von Ossietzky University of Oldenburg, Germany

Chapter 15. The Business Value of E-Collaboration: A Conceptual Framework / Lior Fink, Ben-Gurion University of the Negev, Israel

Chapter 16. A Model of the Antecedents and Consequences of E-Procurement / M. José Garrido, Universidad de Valladolid, Spain; Ana Gutiérrez, Universidad de Valladolid, Spain; Rebeca San José, Universidad de Valladolid, Spain

Chapter 17. Global Online Performance and Service Orientation / Anna Morgan-Thomas, University of Glasgow, UK; Robert Paton, University of Glasgow, UK

Chapter 18. Electronic Funds Transfer Systems and the Landscapes of Global Finance / Barney Warf, University of Kansas, USA

Section 3: E-Marketplaces

Chapter 19. Intermediaries in E-Commerce: Value Creation Roles / Nirvikar Singh, University of California, Santa Cruz, USA

Chapter 20. Identifying the Factors that Lead to a Successful Intermediary in Electronic Commerce / Margaret Jackson, RMIT University, Australia; Marita Shelly, RMIT University, Australia

Chapter 21. A Framework for Identifying B2B E-Marketplace Strategies / George Mangalaraj, Western Illinois University, USA; Chandra S. Amaravadi, Western Illinois University, USA

Chapter 22. Electronic Logistics Marketplaces / Yingli Wang, Cardiff Business School, UK; Mohamed Naim, Cardiff Business School, UK; Andrew Potter, Cardiff Business School, UK

Chapter 23. An Agent-Based B2C Electronic Market in the Next-Generation Internet / Vedran Podobnik, University of Zagreb, Croatia; Krunoslav Trzec, Ericsson Nikola Tesla, Croatia; Gordan Jezic, University of Zagreb, Croatia

Chapter 24. Concept of an Agent-Based Electronic Marketplace / Norleyza Jailani, Universiti Kebangsaan Malaysia, Malaysia; Ahmed Patel, Universiti Kebangsaan Malaysia, Malaysia; Muriati Mukhtar, Universiti Kebangsaan Malaysia, Malaysia; Salha Abdullah, Universiti Kebangsaan Malaysia, Malaysia; Yazrina Yahya, Universiti Kebangsaan Malaysia, Malaysia

Chapter 25. Concept of Mobile Agent-Based Electronic Marketplace Safety Measures / Ahmed Patel, Universiti Kebangsaan Malaysia, Malaysia & Kingston University London, UK
Chapter 26. Time Constraints for Sellers in Electronic Markets / Kostas Kolomvatsos, University of Athens, Greece; Stathes Hadjiefthymiades, University of Athens, Greece

Chapter 27. Towards Efficient Trust Aware E-Marketplace Frameworks / Malamati Louta, Harokopio University of Athens, Greece; Angelos Michalas, Technological Educational Institute of Western Macedonia, Greece

Section 4: E-Business Strategies

Chapter 28. Assessing Relational E-Strategy Supporting Business Relationships / Anne-Marie Croteau, Concordia University, Canada; Anne Beaudry, Concordia University, Canada; Justin Holm, Concordia University, Canada

Chapter 29. Leading the Organizational Dynamics of E-Business Firms / Esin Can Mutlu, Yildiz Technical University, Turkey; Yasemin Bal, Yildiz Technical University, Turkey; Pinar Buyukbalci, Yildiz Technical University, Turkey

Chapter 30. Adoption of e-Commerce by Canadian SMEs: Defining Organizational, Environmental and Innovation Characteristics / Lynn L. Sparling, Okanagan College, Canada; Aileen Cater-Steel, University of Southern Queensland, Australia; Mark Toleman, University of Southern Queensland, Australia

Chapter 31. E-Business Strategy in Franchising / Ye-Sho Chen, Louisiana State University, USA; Chuanlan Liu, Louisiana State University, USA; Qingfeng Zeng, Shanghai University of Finance and Economics, China

Chapter 32. Exploring the Impact of Government Policies and Corporate Strategies on the Diffusion of Mobile Data Services: Case of Economies at Different Stages of Transition / Tugrul U Daim, Portland State University, USA; Jing Zhang, Beijing University of Posts and Telecommunications, China; Byung-Chul Choi, Samsung Information Systems America (SISA), USA

Section 5: E-Business Models

Chapter 33. E-Business and the Resource-Based View: Towards a Research Agenda / Pedro Soto-Acosta, University of Murcia, Spain


Chapter 36. Creating Business Opportunities Based on Use of Electronic Knowledge Business Models / Tsung-Yi Chen, Nanhua University, Taiwan; Yuh-Min Chen, National Cheng Kung University, Taiwan

Chapter 37. Online Private Sales Clubs: An Emerging Model of Fashionable E-Commerce at Promotional Prices / Ana Isabel Jiménez-Zarco, Open University of Catalonia, Spain; Maria Pilar Martínez-Ruiz, Castilla la Mancha University, Spain; Silvia Sivera-Bello, Open University of Catalonia, Spain; Sandra Vilajoana-Alejandre, Open University of Catalonia, Spain

Chapter 38. Business Model Renewal: The TIA-MARIA Framework for Enterprise Realignment / Rebecca De Coster, Brunel University, UK

Chapter 39. Architectural Model for Supply Chain Orchestration and Management / Marijn Janssen, Delft University of Technology, The Netherlands
Chapter 40. Ambient E-Service: A Bottom-up Collaborative Business Model / Yuan-Chu Hwang, National United University, Taiwan ................................................................. 408

Chapter 41. Online Auctions: Pragmatic Survey and Market Analysis / James K. Ho, University of Illinois at Chicago, USA ................................................................. 418

Volume II

Section 6: E-Business Management

Chapter 42. Configurators/Choiceboards: Uses, Benefits, and Analysis of Data / Paul D. Berger, Bentley University, USA; Richard C. Hanna, Northeastern University, USA; Scott D. Swain, Northeastern University, USA; Bruce D. Weinberg, Bentley University, USA ................................................................. 428

Chapter 43. E-CRM: A Key Issue in Today’s Competitive Environment / Maria Pilar Martinez-Ruiz, University of Castilla-La Mancha, Spain; Maria Rosa Llamas-Alonso, University of León, Spain; Ana Isabel Jiménez-Zarco, Open University of Catalonia, Spain ................................................................. 436

Chapter 44. Effective Virtual Project Management Using Multiple E-Leadership Styles / Margaret R. Lee, Capella University, USA ......................................................................................... 445

Chapter 45. On-Line Credit Card Payment Processing and Fraud Prevention for E-Business / James G. Williams, University of Pittsburgh, USA; Wichian Premchaiswadi, Siam University, Thailand ......................................................................................... 455

Chapter 46. Virtual Stock Markets as a Research Tool in Marketing and Management / Lorenz Zimmermann, Ludwig-Maximilians-University Munich, Germany ......................................................................................... 474

Chapter 47. Potential Benefits of Analyzing Website Analytic Data / Elizabeth Votta, Roosevelt University, USA ......................................................................................... 481

Chapter 48. Teams of Leaders Concept (ToL) and E-Business Operations / Dag von Lubitz, MedSMART Inc., USA & Bieda Poco Dargante Inst., Denmark ......................................................................................... 488

Chapter 49. Customer Relationship Management (CRM): A Dichotomy of Online and Offline Activities / Kelley O’Reilly, Utah State University, USA; David Paper, Utah State University, USA ......................................................................................... 504

Chapter 50. Understanding E-Payment Services in Traditionally Cash-Based Economies: The Case of China / Xiaolin Li, Towson University, USA; Dong-Qing Yao, Towson University, USA; Yanhua Liu, Wuhan College of Economics and Management, China ......................................................................................... 514

Chapter 51. Scenario Driven Decision Support / M. Daud Ahmed, Manukau Institute of Technology, New Zealand; David Sundaram, University of Auckland, New Zealand ......................................................................................... 521

Chapter 52. E-HRM in Turkey: A Case Study / Yonca Gürol, Yildiz Technical University, Turkey; R. Ayşen Wolff, Haliç University, Turkey; Esin Ertemisir Berki, Yildiz Technical University, Turkey ......................................................................................... 530

Chapter 53. ARIBA: A Successful Story in E-Commerce / Zhongxian Wang, Montclair State University, USA & Ruiliang Yan, Indiana University Northwest, USA; James Yao, Montclair State University, USA ......................................................................................... 541

Chapter 54. Integrated Optimal Procedure of Internet Marketing / Lan Zhao, Chongqing University, China and SUNY/College at Old Westbury, USA ......................................................................................... 552

Chapter 55. Managerial Succession and E-Business / Anthonia Adenike Adeniji, Covenant University, Nigeria ......................................................................................... 560
Chapter 56. E-Business and Web Accessibility / Panayiotis Koutsabasis, University of the Aegean, Greece

Chapter 57. Understanding the Use of Business-to-Employee (B2E) Portals in an Australian University through the Management Lens: A Qualitative Approach / Md Mahbubur Rahim, Monash University, Australia; Mohammad Quaddus, Curtin University, Australia; Mohini Singh, RMIT University, Australia

Chapter 58. Understanding the Use of Business-to-Employee (B2E) Portals in an Australian University through the Employee Lens: A Quantitative Approach / Md Mahbubur Rahim, Monash University, Australia; Mohammad Quaddus, Curtin University, Australia; Mohini Singh, RMIT University, Australia

Chapter 59. An Exploratory Study on the User Adoption of Central Cyber Government Office of the Hong Kong Government / Kevin K.W. Ho, The University of Guam, Guam; Calvin Chun Yu, The Hong Kong University of Science and Technology, Hong Kong; Michael C.L. Lai, Hong Kong Police Force, Hong Kong

Chapter 60. An Exploratory Study on the Information Quality Satisfaction of Central Cyber Government Office of the Hong Kong Government / Kevin K.W. Ho, The University of Guam, Guam

Chapter 61. Visual Merchandising in Online Retailing Based on Physical Retailing Design Principles / Tony Pittarese, East Tennessee State University, USA

Section 7: Online Consumer Behavior

Chapter 62. Internet Consumer Behavior: Flow and Emotions / Marie-Odile Richard, University of Montreal, Canada; Michel Laroche, Concordia University, Canada

Chapter 63. Internet Consumer Behavior: Web Atmospherics / Marie-Odile Richard, University of Montreal, Canada; Michel Laroche, Concordia University, Canada

Chapter 64. Internet Consumer Behavior: Behavioral Variables / Marie-Odile Richard, University of Montreal, Canada; Michel Laroche, Concordia University, Canada

Chapter 65. Internet Consumer Behavior: Major Moderating Variables / Marie-Odile Richard, University of Montreal, Canada; Michel Laroche, Concordia University, Canada

Chapter 66. Consumer Information Sharing / Jonathan Foster, University of Sheffield, UK; Angela Lin, University of Sheffield, UK

Chapter 67. B2C E-Commerce Acceptance Models Based on Consumers' Attitudes and Beliefs: Integrating Alternative Frameworks / Ángel Herrero-Crespo, Universidad de Cantabria, Spain; Ignacio Rodríguez-del-Bosque, Universidad de Cantabria, Spain

Chapter 68. Effect of Perceived Risk on e-Commerce Acceptance: State of the Art and Future Research Directions / Ángel Herrero-Crespo, Universidad de Cantabria, Spain; Ignacio Rodríguez-del-Bosque, Universidad de Cantabria, Spain

Chapter 69. Third Party Internet Seals: Reviewing the Effects on Online Consumer Trust / Peter Kerkhof, VU University of Amsterdam, the Netherlands; Guda van Noort, University of Amsterdam, the Netherlands

Chapter 70. The Importance of Gender, IT Experience, and Media-Rich Social Cues on Initial Trust in E-Commerce Websites / Khalid AlDiri, University of Bradford, UK; Dave Hobbs, University of Bradford, UK; Rami Qahwaji, University of Bradford, UK
Chapter 71. Using the Internet to Study Human Universals / Gad Saad, Concordia University, Canada................................. 719

Chapter 72. The Neurocognitive and Evolutionary Bases of Sex Differences in Website Design Preferences: Recommendations for Marketing Managers / Eric Stenstrom, Concordia University, Canada; Gad Saad, Concordia University, Canada ........................................................................................................ 725

Chapter 73. Exploring Video Games from an Evolutionary Psychological Perspective / Zack Mendenhall, Concordia University, Canada; Marcelo Vinhal Nepomuceno, Concordia University, Canada; Gad Saad, Concordia University, Canada ........................................................................................................ 734

Chapter 74. An Integrated Model for E-CRM in Internet Shopping: Evaluating the Relationship between Perceived Value, Satisfaction and Trust / Changsu Kim, Yeongnam University, Korea; Weihong Zhao, Jiangxi Normal University, China; Kyung Hoon Yang, University of Wisconsin-La Crosse, USA................................. 743

Section 8: Mobile Commerce

Chapter 75. Mobile Communications / Mobile Marketing / Suzanne Altobello Nasco, Southern Illinois University Carbondale, USA................................................................. 752

Chapter 76. C2C Mobile Commerce: Acceptance Factors / Lori N. K. Leonard, University of Tulsa, USA................................. 759

Chapter 77. Exploring the Mobile Consumer / Kaan Varnali, Bogazici University, Turkey; Cengiz Yilmaz, Bogazici University, Turkey ........................................................................................................ 768

Chapter 78. The Personalization Privacy Paradox: Mobile Customers’ Perceptions of Push-Based vs. Pull-Based Location Commerce / Heng Xu, Pennsylvania State University, USA; John M. Carroll, Pennsylvania State University, USA; Mary Beth Rosson, Pennsylvania State University, USA................................. 779

Chapter 79. Mobile Gaming: Perspectives and Issues / Krassie Petrova, Auckland University of Technology, New Zealand ........................................................................................................ 789

Chapter 80. Role of Personal Innovativeness in Intentions to Adopt Mobile Services: Cross-Service Approach / Sanna Sintonen, Lappeenranta University of Technology, Finland; Sanna Sundqvist, Lappeenranta University of Technology, Finland ........................................................................................................ 801

Chapter 81. Service Discovery Techniques in Mobile E-Commerce / Nandini Sidnal, K.L.E.S. College of Engineering and Technology, India; Sunilkumar S. Manvi, Reva Institute of Technology and Management, India ........................................................................................................ 812

Chapter 82. Perspectives on the Viable Mobile Virtual Community for Telemedicine / Jan-Willem van’t Klooster, University of Twente, The Netherlands; Pravin Pawar, University of Twente, The Netherlands; Bert-Jan van Beijnum, University of Twente, The Netherlands; Chariz Dulawan, University of Twente, The Netherlands; Hermie Hermens, University of Twente, The Netherlands ........................................................................................................ 824

Chapter 83. Socio-Economic Effects on Mobile Phone Adoption Behavior among Older Consumers / Sanna Sintonen, Lappeenranta University of Technology, Finland ........................................................................................................ 836

Chapter 84. Mobile Agents in E-Commerce / Bo Chen, Michigan Technological University, USA ........................................................................................................ 846

Chapter 85. Mobile Telephony as a Universal Service / Ofir Turel, California State University Fullerton, USA; Alexander Serenko, Lakehead University, Canada ........................................................................................................ 854
Volume III

Section 9: Web Services and E-Business Process Integration

Chapter 86. Web Service Discovery, Composition, and Interoperability / Duy Ngan Le, Nanyang Technological University (NTU), Singapore; Karel Mous, Nanyang Technological University (NTU), Singapore; Angela Goh, Nanyang Technological University (NTU), Singapore ................................................................. 861

Chapter 87. Case Based Web Services / Zhaohao Sun, University of Ballarat, Australia; Gavin Finnie, Bond University, Australia; John Yearwood, University of Ballarat, Australia ................................................................. 871

Chapter 88. Web Services E-Contract and Reuse / Marcelo Fantinato, University of São Paulo, Brazil; Maria Beatriz Felgar de Toledo, State University of Campinas, Brazil; Itana Maria de Souza Gimenes, State University of Maringá, Brazil ................................................................. 883

Chapter 89. Situational Enterprise Services / Paul de Vrieze, Bournemouth University, UK; Lai Xu, Bournemouth University, UK; Li Xie, Guang Dong Polytechnic Normal University, China ................................................................. 892

Chapter 90. Social Networks and Web Services-Based Systems / Zakaria Maamar, Zayed University, Dubai, UAE; Leandro Krug Wives, UFRGS, Porto Alegre, Brazil ................................................................. 902

Chapter 91. Interoperability Issues of Business Processes: Key Issues and Technological Drivers / Ejub Kajan, State University of Novi Pazar, Serbia ................................................................. 908

Chapter 92. Integrated Business Process Designs and Current Applications of Workflow Systems in e-Business / Mabel T. Kung, California State University at Fullerton, USA; Jenny Yi Zhang, California State University at Fullerton, USA ................................................................. 918

Section 10: E-Business System Development

Chapter 93. Facilitating Interaction between Virtual Agents by Changing Ontological Representation / Fiona McNeill, University of Edinburgh, UK; Alan Bundy, University of Edinburgh, UK ................................................................. 934

Chapter 94. Modeling Collaborative Design Competence with Ontologies / Vladimir Tarasov, Jönköping University, Sweden; Kurt Sandkuhl, Jönköping University, Sweden; Magnus Lundqvist, Jönköping University, Sweden ................................................................. 942

Chapter 95. Event-Driven Service-Oriented Architectures for E-Business / Olga Levina, Berlin Institute of Technology, Germany; Vladimir Stantchev, Berlin Institute of Technology, Germany ................................................................. 952

Chapter 96. Speeding up the Internet: Exploiting Historical User Request Patterns for Web Caching / Chetan Kumar, California State University San Marcos, USA ................................................................. 963

Chapter 97. The Effect of User Location and Time of Access on Ecommerce: A Long Tail Study of Website Requests / Chetan Kumar, California State University San Marcos, USA ................................................................. 969

Chapter 98. Incorporating Knowledge Management into E-Commerce Applications / Sandra Moffett, University of Ulster, UK; Martin Doherty, University of Ulster, UK; Rodney McAdam, University of Ulster, UK ................................................................. 975

Chapter 99. Application of Semantic Web Technology in E-Business: Case Studies in Public Domain Data Knowledge Representation / Sotirios K. Goudos, Aristotle University of Thessaloniki, Greece; Vassilios Peristeras, National University of Ireland, Ireland; Konstantinos Tarabanis, University of Macedonia, Greece ................................................................. 983
Chapter 100. Design Elements and Principles for Maintaining Visual Identity on Websites / Sunghyun R. Kang, Iowa State University, USA; Debra Satterfield, Iowa State University, USA

Chapter 101. Designing e-Business Applications with Patterns for Computer-Mediated Interaction / Stephan Lukosch, Delft University of Technology, The Netherlands; Till Schümmel, FernUniversität in Hagen, Germany

Chapter 102. A SOA-Based Framework for Internet-Enabled CRM / Wei-Lun Chang, Tamkang University, Taiwan

Chapter 103. Building Context-Aware E-Commerce Systems: A Data Mining Approach / Anahit Martirosyan, University of Ottawa, Canada; Thomas Tran, University of Ottawa, Canada; Azzedine Boukerche, University of Ottawa, Canada

Chapter 104. Efficient Service Task Assignment in Grid Computing Environments / Angelos Michalas, Technological Educational Institute of Western Macedonia, Greece; Malamati Louta, Harokopio University of Athens, Greece

Chapter 105. Policy Driven Negotiation to Improve the QoS in Data Grid / Ghalem Belalem, University of Oran (Es Senia), Algeria

Section 11: E-Business: Issues, Challenges, and Opportunities

Chapter 106. Understanding the Dimensions of the Broadband Gap: More than a Penetration Divide / Maria Rosalia Vicente, University of Oviedo, Spain; Ana Jesus Lopez, University of Oviedo, Spain

Chapter 107. E-Inclusion: European Perspectives Beyond the Digital Divide / Bridgette Wessels, University of Sheffield, UK

Chapter 108. Importance of Electronic Record Preservation in E-Business / Helena Halas, SETCCE, Slovenia; Tomaz Klobučar, SETCCE and Jožef Stefan Institute, Slovenia


Chapter 110. Using Assistive Technology to Ensure Access to E-Learning for Individuals with Disabilities / Hwa Lee, Bradley University, USA

Chapter 111. A Holistic View of the Challenges and Social Implications of Online Distribution: The Case of Pensions / Tina Harrison, The University of Edinburgh, UK; Kathryn Waite, Heriot Watt University, UK

Chapter 112. The Global Telecommunications Industry Facing the IP Revolution: Technological and Regulatory Challenges / Harald Gruber, European Investment Bank, Luxembourg

Chapter 113. Evolving e-Business Systems: Transgenic Forces in International Realpolitik Space in 2050 / Denis Caro, École de Gestion Telfer University of Ottawa, Canada

Chapter 114. E-Recruiting: Sources, Opportunities, and Challenges / In Lee, Western Illinois University, USA
Section 12: Emerging Trends

Chapter 115. Emerging Trends of E-Business / Pengtao Li, California State University, Stanislaus, USA

Chapter 116. Virtual Commerce / Suzanne Altobello Nasco, Southern Illinois University Carbondale, USA; Robert E. Boostrom Jr., University of Wisconsin - Whitewater, USA; Kesha K. Coker, Eastern Illinois University, USA

Chapter 117. The Web 2.0 Trend: Implications for the Modern Business / Michael Dinger, Clemson University, USA; Varun Grover, Clemson University, USA

Chapter 118. Web 2.0: The Era of User Generated Content on Web Sites / Jos van Iwaarden, Erasmus University, The Netherlands; Ton van der Wiele, Erasmus University, The Netherlands; Roger Williams, Erasmus University, The Netherlands; Steve Eldridge, The University of Manchester, UK

Chapter 119. Web 2.0 Concepts, Social Software and Business Models / Matthes Fleck, University of St. Gallen - mcminstitute, Switzerland; Andrea von Kaenel, University of St. Gallen - mcminstitute, Switzerland; Miriam Meckel, University of St. Gallen - mcminstitute, Switzerland

Chapter 120. Grounding Principles for Governing Web 2.0 Investments / Steven De Hertogh, Vlerick Leuven Gent Management School, Belgium & Amsterdam Business School, The Netherlands; Stijn Viaene, Vlerick Leuven Gent Management School, Belgium & Katholieke Universiteit Leuven, Belgium

Chapter 121. Web 1.0, Web 2.0 and Web 3.0: The Development of E-Business / Tobias Kollmann, University of Duisburg-Essen, Germany; Carina Lomberg, University of Duisburg-Essen, Germany

Chapter 122. The New Generation of Knowledge Management for the Web 2.0 Age: KM 2.0 / Imed Boughzala, TELECOM Business School, France; Moez Limayem, University of Arkansas, USA

Chapter 123. Recommender Systems: An Overview / Young Park, Bradley University, USA

Chapter 124. A Linguistic Recommender System for Academic Orientation / E. J. Castellano, University of Jaén, Spain; L. Martínez, University of Jaén, Spain

Chapter 125. Wireless Technologies: Shifting into the Next Gear? / Simona Fabrizi, Massey University, New Zealand

Chapter 126. Search Engines: Past, Present and Future / Patrick Reid, AstraZeneca, UK; Des Laffey, University of Kent, UK

Chapter 127. E-Government: Status Quo and Future Trends / Tobias Kollmann, University of Duisburg-Essen, Germany; Ina Kayser, University of Duisburg-Essen, Germany


Chapter 129. RFID Enabled B2B E-Commerce Technologies and Applications / Ygal Bendavid, UQAM, Université du Québec à Montréal, Canada & ACADEMIA RFID, Canada