



E-commerce and v-business digital enterprise in the twenty- first century /

Barnes, Stuart (1971-)

Butterworth-Heinemann, 2007

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E-commerce and V-business examines the impact of the Internet and associated technologies on two related aspects of business: electronic commerce and virtual organization. Using a combination of recent theory and empirical evidence it demonstrates how forward thinking organizations are reaping considerable advantages from exciting new business models in these areas. Such models require radical rethinking of many aspects of traditional business. The book covers many of the critical and contemporary issues stemming from these important new developments. The collected papers in this book illustrate the wide variety of business opportunities afforded by e-commerce and virtual business. They describe and discuss the important issues that follow in the wake of an organization deciding to pursue consumers electronically and organize its operations virtually. It brings a good balance of theory and practical issues from different perspectives from different parts of the globe * Packed with new case studies and material illustrating how electronic commerce and virtual business have created significant strategic benefits *Emphasis on leading-edge technologies and applications * Examines both large and small organizations from around the globe

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Título: E-commerce and v-business digital enterprise in the twenty-first century edited by Stuart Barnes

Edición: 2nd ed

Editorial: Oxford Burlington, MA Butterworth-Heinemann 2007

Descripción física: 1 recurso en línea (xxii, 380 pages) illustrations

Mención de serie: ScienceDirect All Books. Elsevier

Bibliografía: Includes bibliographical references and index

Contenido: Business transformation on the Internet, Online delivered content: concept and business potential, Digital intermediation in electronic commerce: the eBay model, E-Business and the intermediary role of virtual communities, eQual, a method for e-commerce assessment, The impacts of e-commerce on small- and medium-sized enterprises (SMEs), Mobile (m-) commerce, Defining the virtual organisation, Interorganizational systems to

support strategic collaboration between firms, Structure, strategy and success factors for the virtual organization, Management support for the modular virtual organization, Knowledge and teamwork in the virtual organization, The contribution of Internet electronic commerce to advanced supply chain reform -- a case study, Virtuality in the IT industry, Recognizing the limitations of virtual organizations

Detalles del sistema: Modo de acceso: World Wide Web

ISBN: 9780080549781 electronic bk.) 0080549780 electronic bk.)

Materia: Electronic commerce Virtual corporations BUSINESS & ECONOMICS- Management Science. bisacsh BUSINESS & ECONOMICS- Organizational Behavior. bisacsh BUSINESS & ECONOMICS- Industrial Management. bisacsh BUSINESS & ECONOMICS- Management. bisacsh Electronic commerce. fast Virtual corporations. fast E-commerce. gtt Virtuele organisatie. gtt Organisatieverandering. gtt

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