E-Commerce Strategy: Text and Cases (Springer Texts in Business and Economics)

By Sanjay Mohapatra

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??*E-Commerce Strategy: Text and Cases* provides the fundamental literature required for graduate students and practitioners to understand electronic commerce. Each chapter provides clearly designed learning objectives and review questions to highlight the major topics and goals. This book covers many of the new innovations and technologies that have been established for e-commerce site development. Unlike similar books, topics such as e-channel adoption, factors affecting e-commerce adoption, and strategy design are reviewed in greater depth. Additionally, the book examines areas not normally covered like open source, online research, and peer-to-peer systems.

E-Commerce Strategy: Text and Cases is divided into two parts. Part 1 examines the evolution of e-commerce, analyzes different sectors such as B2B and m-Commerce, and explores the challenges they face. Case studies of well known companies reinforce the concepts learned to demonstrate both successes and failures in the field. Part 2 deals with developing strategies in e-Commerce and looks at future trends including Web 2.0. Overall, the useful guidelines provided should prove valuable to students and researchers in the field.

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E-Commerce Strategy: Text and Cases (Springer Texts in Business and Economics) By Sanjay Mohapatra Bibliography

- Sales Rank: #4679260 in Books
- Brand: Brand: Springer
- Published on: 2012-08-16
- Original language: English
- Number of items: 1
- Dimensions: 9.20" h x .90" w x 6.20" l, 1.15 pounds
- Binding: Hardcover
- 262 pages

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Editorial Review

From the Back Cover

This book illustrates approaches for designing and implementing e-commerce strategy with social perspectives. While it gives details of different technological concepts related to designing and hosting web portals, it also provides real-life examples from different corporations to show how better results can be achieved through effective channel design with social commerce oriented strategy. The book also illustrates 'people focused' approaches that can be used for marketing products and services through internet.

E-Commerce Strategy: Text and Cases has power point presentations available for instructors which can be obtained from Springer.com.

About the Author

Sanjay Mohapatra received his B.E. from NIT Rourkela, M.Tech from IIT Madras, PGDBM XIMB, India and has finished his Ph.D. from Utkal University, India under management department. At present, he is an associate professor in Information Systems in XIMB, India. Professor Mohapatra has more than 21 years of industry experience. He has worked in various capacities in organizations like Hindusthan Aeronautics Limited, Larsen & Toubro, PricewaterHouse, Infosys, Polaris & J&B Software. His teaching interests are in IT Strategy and Management Information Systems and research interests are in the area of IT enabled processes. He has authored/co-authored ten books, more than twenty papers in peer reviewed international journals.

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