

E-commerce

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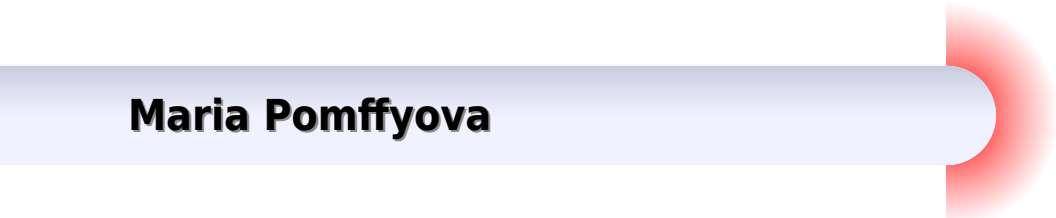
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Laudon And Traver E Commerce 2013

Maria Pomffyova



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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 heightened 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

Airline e-Commerce Michael Hanke, 2016-05-20 From the few tickets that were sold by Alaska Airlines and former British Midland in December 1995 via the industry's first airline booking engine websites global online travel has grown to generate today more than half a trillion dollars in annual revenue This development has brought significant changes to the airline business travel markets and consumers Today airlines worldwide not only use e commerce for online marketing and selling but also as a platform to offer unique services and capabilities that have no counterpart in the physical world This book is an in depth introduction to airline e commerce It covers a broad scope of areas that are essential to an airline's ongoing digital transformation Digital properties features E marketing E sales distribution Web customer service E commerce organization E commerce strategy Written by an airline e commerce expert and illustrated with numerous examples of leading airlines in this area Dr Hanke provides for comprehensive behind the scenes details of how airline e commerce works This book is a crucial companion for students and practitioners alike because it allows the reader to acquire a thorough foundation of airline e commerce Furthermore the book enables the reader to appreciate the ramifications of airline e commerce in certain corporate areas and to take effective action for a successful e commerce strategy

Handbook of Research on Demand-Driven Web Services: Theory, Technologies, and Applications Sun, Zhaohao, 2014-03-31 In the current technological world Web services play an integral role in service computing and social networking services This is also the case in the traditional FREG foods resources energy and goods services because almost all traditional services are replaced fully or partially by Web services Handbook of Research on Demand Driven Web Services Theory Technologies and Applications presents comprehensive and in depth studies that reveal the cutting edge theories technologies methodologies and applications of demand driven Web mobile and e business services This book provides critical perspectives for researchers and practitioners lecturers and undergraduate graduate students and professionals in the fields of computing business

service management and government as well as a variety of readers from all the social strata

Managing Information Technology Outsourcing Erik Beulen, Pieter M. Ribbers, 2021-11-14 For decades outsourcing has been a major international phenomenon in business The areas of Technology Information Technology and Management represent a unique case for outsourcing both in terms of benefits and potential interorganisational problems This fully updated text has been brought up to date with this new landscape including discussion of Robotic Process Automation Internet of Things cloud computing low code and DevOps and agile With a range of new global case studies in manufacturing logistics chemical industry and cloud services this textbook offers a strong grounding in real world industrial experience that effectively combines theory with practice Uniquely this book focuses on both sides of the outsourcing relationship providing a balanced exploration of the ways in which these partnerships can be managed successfully Accessible and cutting edge the third edition of *Managing Information Technology Outsourcing* provides an in depth practical perspective on this important and far reaching challenge in information technology management It is an ideal text for students academics and practitioners alike

Agile Estimation Techniques and Innovative Approaches to Software Process Improvement Colomo-Palacios, Ricardo, Calvo-Manzano Villalón, Jose Antonio, de Amescua Seco, Antonio, San Feliu Gilabert, Tomás, 2014-02-28 Applying methodologies of Software Process Improvement SPI is an effective way for businesses to remain competitive in the software industry However many organizations find implementing software process initiatives challenging *Agile Estimation Techniques and Innovative Approaches to Software Process Improvement* reviews current SPI techniques and applications through discussions on current and future trends as well as the presentation of case studies on SPI implementation Ideal for use by academics students and policy makers as well as industry professionals and managers this publication provides a complete overview of current tools and methodologies regarding Software Process Improvement

Managing Digital Enterprise Jun Xu, 2014-10-10 This book describes the setup of digital enterprises and how to manage them focusing primarily on the important knowledge and essential understanding of digital enterprise management required by managers and decision makers in organizations It covers ten essential knowledge areas of this field Foundation of Digital Enterprise Technology Foundation and Talent Management for Digital Enterprise Digital Enterprise Strategy Planning and Implementation B2C Digital Enterprise E tailing B2C Digital Enterprise E Services B2B Digital Enterprise and Supply Chain Digital Platforms Digital Marketing and Advertising Digital Payment Systems Mobile Enterprise Overall this text provides the reader with the basics to understand the rapid development of digitization facilitated by the dramatic advancements in digital technologies extensively connected networks and wider adoption of computing devices especially mobile devices as more and more organizations are realizing the strategic importance of digitization e g sustainable growth of the organization competitive advantage development and enhancement and are embarking on digital enterprise

Regulation of Taxation on Electronic Commerce In Tanzania. An Analysis of the Role of The Law Datius Didace, 2022-11-23 Bachelor Thesis

from the year 2022 in the subject Law Tax Fiscal Law grade 23 3 2 Mzumbe University language English abstract This study explores three specific research questions Is the absence of clear law governing taxation of e commerce the main challenge facing taxation of e commerce in Tanzania Does the tax legislation in Tanzania effectively help toward achieving tax compliance on electronic commerce in Tanzania How effective is the Tanzanian legal framework and the regulatory pieces of machinery on the taxation of e commerce in Tanzania The research assumes that the challenges in respect of taxation of e Commerce are centered on determination of value of supply of goods and services permanent establishment and place of supply of goods and services and also payment services in Electronic Business Transaction All these challenges which have not well been articulated by the tax laws in Tanzania makes the Government to lose revenue from taxation of E commerce Based on taxation of electronic commerce including all people involved in selling and buying of products online like taxation of income to the people who sell products like shoe clothes domestic equipment transport facilities Cars Laptops and other products by using websites Instagram WhatsApp status as well as by attaching their products on YouTube consumer based retail sites and get customers finally to sell their products and trading in product services using computer networks such as the internet This revenue loss is particularly worrying to governments that rely heavily on tax revenue as a source of funding their fiscal programs To provide a better understanding of this critical but complex subject this study explores the issues related to e commerce taxation through a review of relevant extant literature It analyzes the challenges posed by the growth of e commerce and makes proposals on how e commerce can be developed with proper tax regulations by articulating key policy recommendations that will aid inform the establishment of a sound regulatory framework for e commerce taxation The study has important legal and policy recommendations which if implemented would provide tax administrations with an appropriate and effective response to some of the challenges of Electronic Commerce E-Governance - Current Scenario

D. Kumar Dr. N. Panchanatham, **Management of Information Systems** Maria Pomffyova, 2018-10-24 Management functions were developed first as a systematic step to carry out management activities while implementation of the information components followed as part of management elements The authors point out that the use of the possibilities and advantages of quantitatively supported managerial decisions gives managers the ability to quantify the impacts of both technical hard and subjective soft constraints and improve managerial decision making processes that would otherwise be based mostly on personal intuition and experience To achieve the goals and benefits of excellent performance it is necessary to design and develop integrated models that would coordinate management functions and information system components as an integrated process These facts are presented in various case studies **Digital Business and Electronic Commerce** Bernd W. Wirtz, 2024-06-04 This textbook introduces readers to digital business from a management standpoint It provides an overview of the foundations of digital business with basics activities and success factors and an analytical view on user behavior Dedicated chapters on mobile and social media present fundamental aspects discuss applications and

address key success factors The Internet of Things IoT is subsequently introduced in the context of big data cloud computing and connecting technologies with a focus on industry 4.0 and the industrial metaverse In addition areas such as smart business services smart homes and digital consumer applications as well as artificial intelligence quantum computing and automation based on artificial intelligence will be analysed The book then turns to digital business models in the B2C business to consumer and B2B business to business sectors Building on the business model concepts the book addresses digital business strategy discussing the strategic digital business environment and digital business value activity systems dVASs as well as strategy development in the context of digital business Special chapters explore the implications of strategy for digital marketing and digital procurement Lastly the book discusses the fundamentals of digital business technologies and security and provides an outline of digital business implementation A comprehensive case study on Google Alphabet explaining Google's organizational history its integrated business model and its market environment rounds out the book

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