e-Business Management:
State-of-the-Art Research, Management Strategy, and Best Practices

Edited by Michael J. Shaw

Table of Contents

Contributors v
Preface ix

I. e-Business Fundamentals

1. E-Business Management: A Primer
   Michael J. Shaw 1

2. E-Business and Beyond
   Robert W. Blanning 19

3. The Neo-Intermediation
   Ravi Kalakota and Benn Konsynski 27

4. Driving Forces for M-Commerce Success
   Jason J. Zhang, Yufei Yuan, and Norm Archer 51

II. e-Business Best Practices

5. e-Business Management Models: Services Perspective from the Revere Group
   Todd Miller, Matthew L. Nelson, Stella Y. Shen, and Michael J. Shaw 77

6. Focus on Consumers: P&G’s e-Commerce Strategy
   Michele Gribbins, Rich Lauf, Chandrasekar Subramaniam, and Michael J. Shaw 109

7. Global Non-Production Procurement at Motorola: Managing the Evolving Enterprise Infrastructure
   Judith Gebauer, Dean Haacker, and Michael J. Shaw 133

8. Supply-Chain Partnership between P&G and Wal-Mart
   Michael Grean and Michael J. Shaw 155

III. Marketing, Customers Management, e-Services, and Personalization

9. From the User Interface to the Consumer Interface
   Melissa Cole, Robert M. O’Keefe, and Haytham Siala 173
10. Information Foraging in Internet-Based Selling: A System Design Value Assessment Framework
   JUNGPIL HAHN AND ROBERT J. KAUFFMAN

11. Initiatives for Building e-Loyalty: A Proposed Framework and Research Issues
   P. K. KANNAN, JANET WAGNER, AND CRISTINA VELARDE

12. Web-based Recommendation Systems for Personalized e-Commerce Shopping
   CHIH-PING WEI, ROBERT F. EASLEY, AND MICHAEL J. SHAW

IV. Formation of New Intermediaries and e-Markets

   HSIN-LU CHANG, STELLA YING SHEN, CHRISTOPH SCHLUETER-LANGDON, AND MICHAEL J. SHAW

   MARTIN BICHLER

15. The Dynamics of the Electronic Market: An Evolutionary Game Approach
   SULIN BA, ANDREW B. WHINSTON AND HAN ZHANG

16. A Strategic Analysis of Exchange Based B2B Networks
   KEREM TOMAK AND MU XIA

V. B2B and Supply-Chain Management: New Business Models and Valuation

17. Product Hardware Complexity and Its Impact on Inventory and Customer On-Time Delivery
   GRACE Y. LIN, RICHARD BREITWIESER, FENG CHENG, JOHN EAGEN AND MARKUS ETTL

18. Reengineering Using “Merge-in-Transit” for Electronic Commerce
   DANIEL E. O’LEARY

   MATHEW NELSON, MARY SHOONMAKER, MICHAEL SHAW, STELLA SHEN, WILLIAM QUALLS, AND R. WANG

   CHANDRASEKAR SUBRAMANIAM AND MICHAEL J. SHAW

Index