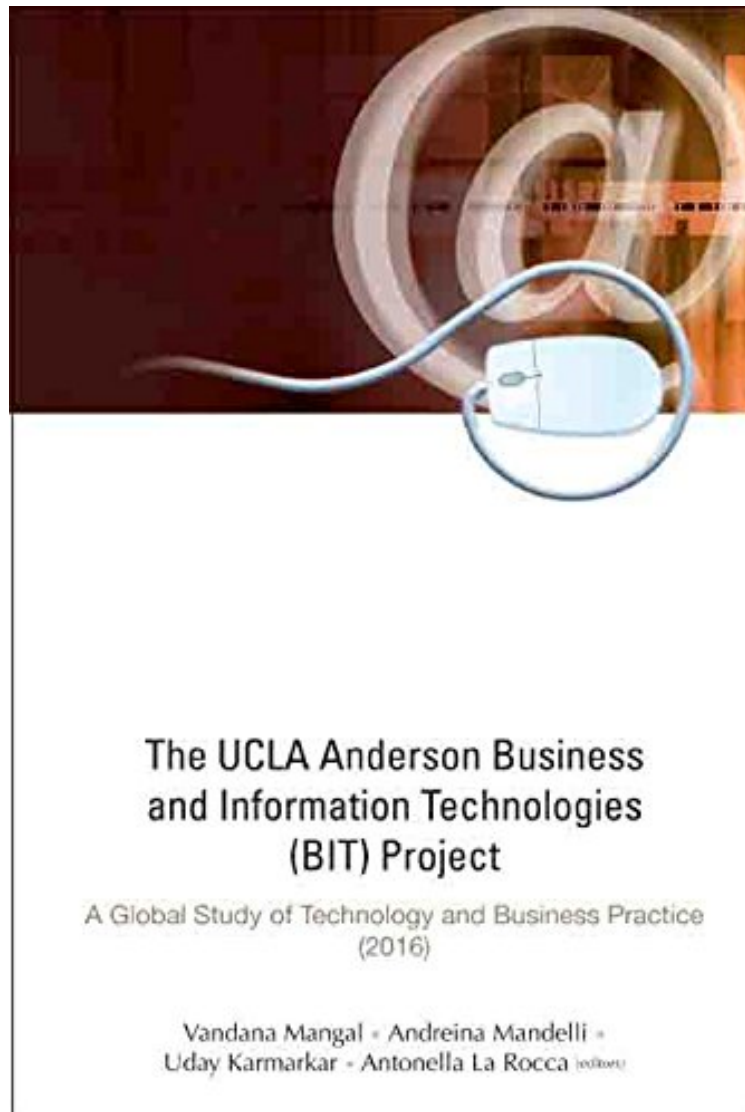


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This is the fourth of a series of research volume of papers from the Business and Information Technologies global research network. The BIT network comprises 21 partners from 17 countries, and conducts studies on the impact of new information and communication technologies on business practice, industry structure and economic change. This volume contains papers from BIT partners in Taiwan, New Zealand, Chile, USA, Italy, South Korea, and Switzerland. The papers address a range of subjects including the diffusion of mobile apps in the health area, role of trust in e-commerce, impact of digital technology in the role and practice of product management in technology intensive companies, new digital business practices in Taiwan, social media marketing, social activities of a B2B community with the case of BTicino, product-service system, and information diffusion in social networks. Contents: A Survey on Business and Information Technology in Taiwan: Annual Report 2014 (Ya-Ching Lee and Ting-Peng Liang) Patterns of Information Diffusion in Online Social Networks: What SNA Metrics Can Reveal (Minghan Wu and Ananth Srinivasan) Trust Gaps and Corporate Blindspots in Chilean B2C E-commerce (Sergio Godoy, Claudia Labarca, Nicolaacute;s Somma and Myrna Gaacute;lvez) Product, Process, and Platform Management in Technology Firms (Angela Hsiao and Uday Karmarkar) Facebook Usage and Perceived Privacy: An Empirical Study at a Major Italian University (Thanos Papadimitriou and Alberto Marcuzzo) Interaction Effects Analysis of Productndash;Service System by Choice-based Conjoint Analysis (Jinmin Kim, Kwangtae Park, Hosun Rhim and Sung Yong Choi) Impact of Social Media on Consumerndash;Brand Relationships (Alessandro Mari) Social Media in B2B: Myopen Community at Bticino (Cosimo Accoto, Enrico Valtolina and Andreina Mandelli) Mobile Health Technologies (Hemant K Bhargava and Julia Tanghetti) Towards a Typology of Social Media Strategies (Morana Fuduric) Readership: Graduate students and researchers in innovation/technology/knowledge/information management and organizational behavior.

From the Inside Flap This is the third of a series of research volume of papers from the Business and Information Technologies global research network. The group includes 20 partners from 16 countries, who conduct studies on the impact of new information and communication technologies on business practice, industry structure, and economic change. The book presents a unique longitudinal and cross-sectional view of technology adoption and business practice across a diverse set of countries and economies. It appears that there are some commonalities with respect to patterns of technology adoption, but also significant differences across countries. Furthermore, innovative practices can arise in every country, and have the potential to be applied in other countries. The identical survey carried out in different countries enables benchmarking and accurate comparisons across those markets. It is also extremely broad in its coverage of business practice in terms of functions and performance. About the Author Uday Karmarkar is the founder and Director of UCLA Anderson's Business and Information Technologies Project (BIT), which studies the impact of new online information and communication technologies on business practices worldwide. Dr. Karmarkar studies information-intensive industries, competitive analysis, intelligent management systems and operations and technology strategy for manufacturing and service firms. He has published over 70 articles and research papers. In addition, he was a founding editor of two operations and technology journals and an associate editor or advisory editor of several others. Dr. Karmarkar teaches courses on technology management, operations strategy and management issues in the new economy. He has been the faculty director for several executive education programs focusing on these topics and has organized and taught many programs for executives in the United States, Europe and Asia. Before joining UCLA Anderson in 1994, he taught at the Simon School at the University of Rochester and the Graduate School of Business at the University of Chicago. Dr. Karmarkar has undertaken consulting and research projects on e-business strategy, manufacturing strategy, business process redesign, supply chain management, industrial marketing and technology management for a wide array of companies in the United States, Europe and Asia, including Becton Dickinson, Aditya Birla Group, American Cimflex, Deere and Company, Eastman Kodak, Ford, GM, LA CRA, LA MTA, WW Grainger, Hindustan Lever, IBM, Singapore IDA, Thomson Publishing, USG and Xerox. He has been an advisor to or director of several start-up companies engaged in sectors such as eCRM, ERP, IT-enabled services, online and desktop educational systems, advanced planning and scheduling systems and data mining software. Vandana (Ann) Mangal is Executive Director for the Easton Technology Leadership Program and the Research Director for the Business and Information Technologies (BIT) at UCLA Anderson School of Management. As Executive Director of the Easton Technology Leadership program, Dr Mangal has been involved in the strategy, design and implementation of a new program focusing on technology management and leadership which was setup by a gift of two million dollars at UCLA Anderson. As Research Director of BIT, Dr Mangal has published several papers and articles in journals and magazines, many in collaboration with global researchers. She has published three books. Vandana has given talks at several domestic and global conferences, participated in panels and chaired conference sessions. She has jointly conducted company case studies. She has served as the guest editor of a special issue of the Journal of Engineering Management and Economics titled 'Technology, Operations and Strategy in

Innovation and Entrepreneurship'. She is the recipient of several awards for research and programs including from the Center for International Business Education and Research, the Harold and Pauline Price Center for Entrepreneurial Studies and the University of California's Industry-University Cooperative Research Program. She is a 4-time recipient of the UCLA Anderson School Local Award given for exemplary performance. Before joining UCLA, Dr Mangal worked at Intel. She also worked at AE Business Solutions Consulting Company as a Senior Business Analyst and Project Manager serving as the primary liaison between clients and technical developers and managing projects in sectors including education, telecommunications, recreation and legal. Before moving to consulting, Vandana taught at the University of Wisconsin, Madison's School of Business and at the University of Wisconsin, Platteville's Computer Science department. She completed her PhD from the Heinz School at Carnegie Mellon University.