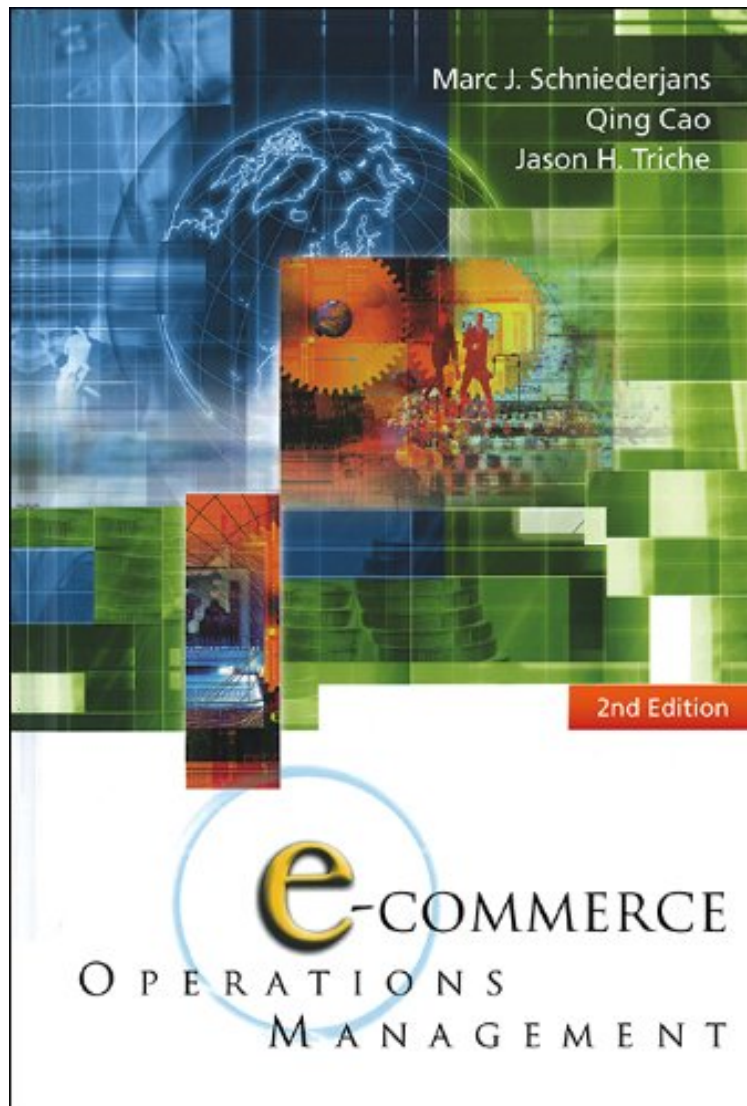


(Download free ebook) E-Commerce Operations Management

E-Commerce Operations Management

Marc J Schniederjans, Qing Cao, Jason H Triche
*ebooks | Download PDF | *ePub | DOC | audiobook*



[Download](#)

[Read Online](#)

#1684032 in eBooks 2013-09-20 2013-09-20 File Name: B00INU5Z4K | File size: 58.Mb

Marc J Schniederjans, Qing Cao, Jason H Triche : E-Commerce Operations Management before purchasing it in order to gauge whether or not it would be worth my time, and all praised E-Commerce Operations Management:

1 of 1 people found the following review helpful. Do Not Purchase This Book By jesse allouf This book appears to have been written to satisfy search engines rather than human beings. The majority of the research which guides the authors' conclusions and theories appears to have been conducted by everyone else except the authors. There is nothing concrete to be found within these pages, nothing of substance. Almost every sentence cites some other researcher or author's work, yet never fully explains what the work entailed nor an explanation of the theory referenced. This book is so high level one wonders how much time any of the three authors have spent researching or actively participating

in Ecommerce Operations. I do not have a solution on another book which satisfies your Ecommerce Operations curiosities, but most assuredly, this is not it. I implore everyone to look elsewhere, and if anyone else out there purchased this book and read at least 50 pages and agrees with me, please write a review. Pursuers of knowledge should invest their hard earned money where there is real value and information to be gained. Good Hunting 0 of 0 people found the following review helpful. Two Stars By Louis Lamoureux I agree with the other reviewers that there was not much content there. 0 of 0 people found the following review helpful. One Star By John Marine So many million reasons not to by that book ...

This updated edition of the book blends in new e-commerce technologies. Mobile commerce (M-commerce) and use of cloud computing are offering a new set of challenges and opportunities for those individuals who know what they are and how they are related to e-commerce. Their use opens up new markets, expanding the need for larger operations, which in turn requires greater knowledge of the operations management subjects presented in this book. The book is focused on issues, concepts, philosophies, procedures, methodologies, and practices of running e-commerce operations. It connects the basic operations management activities undertaken by every organization (e.g., inventory management, scheduling, etc.) and translates their application into issues and problems faced in the field of e-commerce. The book also provides current research findings, strategies, and practices that can help students in the field of operations management run and improve their e-commerce operations. It covers most of the basic operations management activities and functions and has been designed for an upper-level undergraduate business, a graduate business or engineering management course on e-commerce operations management for university students. Students interested in e-commerce operations will find this book a valuable guide to the important aspects of starting up and running an e-commerce operation. They can learn from reading this book how supply chains, products and processes, human resources and purchasing functions can supported and enhanced by the use of e-commerce. In addition, students can learn how to undertake forecasting and scheduling in e-commerce operations. Decision-makers and managers who have to reengineer e-commerce operations can also use this book as a guide to understanding e-commerce. The Instructor Manual and PowerPoint Slides for the book are available upon request for all instructors who adopt this book as a course text. Please send your request to sales@wspc.com. Contents: Introduction and Critical Success Factors in E-Commerce Operations Management: Introduction Research on Critical Success Factors in E-Commerce Operations Management Critical Success Factors of E-Commerce Operations Management: E-Commerce and Supply Chain Management E-Commerce and Product and Process Management E-Commerce and Purchasing Management E-Commerce and Forecasting and Scheduling Management E-Commerce and Inventory Management E-Commerce and Quality Management E-Commerce and Human Resource Management E-Commerce and Reengineering and Consulting Management Recent Trends in E-commerce Technology: Mobile Commerce Cloud Computing Readership: Undergraduates and MBA students in management and business administration, as well as entrepreneurs in e-commerce; operations management and engineering faculty in universities; CEO's, vice presidents of operations, general managers, plant managers, supervisors, and industrial engineers involved in e-commerce decisionmaking.

From the Inside Flap This updated edition of the book blends in new e-commerce technologies. Mobile commerce (M-commerce) and use of cloud computing are offering a new set of challenges and opportunities for those individuals who know what they are and how they are related to e-commerce. Their use opens up new markets, expanding the need for larger operations, which in turn requires greater knowledge of the operations management subjects presented in this book. The book is focused on issues, concepts, philosophies, procedures, methodologies, and practices of running e-commerce operations. It connects the basic operations management activities undertaken by every organization (e.g., inventory management, scheduling, etc.) and translates their application into issues and problems faced in the field of e-commerce. The book also provides current research findings, strategies, and practices that can help students in the field of operations management run and improve their e-commerce operations. It covers most of the basic operations management activities and functions and has been designed for an upper-level undergraduate business, a graduate business or engineering management course on e-commerce operations management for university students. Students interested in e-commerce operations will find this book a valuable guide to the important aspects of starting up and running an e-commerce operation. They can learn from reading this book how supply chains, products and processes, human resources and purchasing functions can supported and enhanced by the use of e-commerce. In addition, students can learn how to undertake forecasting and scheduling in e-commerce operations. Decision-makers and managers who have to reengineer e-commerce operations can also use this book as a guide to understanding e-commerce. About the Author Marc J Schniederjans is the C Wheaton Battey Distinguished Professor of Business in the Management Department of the College of Business Administration at the University of Nebraska-Lincoln (UNL). He has published more than 110 journal articles and authored or co-authored 19 books in the field of management. Professor Schniederjans has served as a consultant and trainer to variety of business and government agencies. He has served as an advisor to numerous firms ranging in size from small business organizations to

international conglomerates. He has also served as technical expert to government organizations ranging in size from a small US city to a foreign nation-wide public utility corporation. Dr Qing Cao is the Jerry Rawls Endowed Professor of Management Information Systems at the Rawls College of Business, Texas Tech University. He is the recipient of the University of Missouri-Kansas City Teaching Award (2007). Dr Cao's research interests include technology diffusion and adoption, supply chain information management, strategic alignment, business intelligence, and social media. Dr Cao has published more than 45 research papers in top business journals such as Journal of Operations Management, Strategic Management Journal, Decision Sciences, Journal of Association for Information Systems, Communications of ACM, International Journal of Production Research, Decision Support Systems etc. He has received the awards for his research from organizations within universities and externally from professional organizations, such as the Decision Sciences Institute. Jason Triche is in his third year as a PhD candidate in Business Administration, with an emphasis on Management Information Systems. Jason earned his bachelor's degree in MIS from Louisiana State University and his masters in MIS with a concentration in geographical information systems from the University of Central Missouri. Prior to returning for his PhD, he worked as a technology consultant and a project manager for the past ten years at Accenture and a small niche consulting firm in Kansas City. Jason has worked both in the US and internationally and has traveled extensively for work during those 10 years. He earned his project manager professional certificate (PMP) in 2008.