

ON-LINE PROFITS – A MANAGER’S GUIDE TO ELECTRONIC COMMERCE

PETER G.W. KEEN AND CRAIG BALLANCE

dse. Peter G.W. Keen and Craig Ballance have compiled a comprehensive glossary of over 200 key terms and concepts in Electronic Commerce. This companion relieves the confusion many a manager has when communicating with their IT Department. SET, Firewalls, Digital Signatures and E-Cash are terms that sound unfamiliar to most people outside the walls of the IT Department. Written by two recognized experts in the fields of Electronic Commerce and EDI, this book not just introduces the basic notions but explains each entry with illustrative examples in a non-technical language and discusses its relevance to business.

The subject areas covered are:

- ◆ Fundamentals of electronic data interchange, electronic banking and money management,
- ◆ Numerous legal and security issues,
- ◆ Electronic supported logistical processes,
- ◆ Key industry standards,
- ◆ International trading.

This easy-to-use reference guide does not claim to cover all aspects, such as implementation issues, but a copy should be on the bookshelves of anyone that got involved in Electronic Commerce (or has the intention to do so) but does not have an IT background.

Peter G.W. Keen and Craig Ballance:

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The autumn edition will be dedicated to Electronic Contracting and Contracting Tools and Techniques.

We focus on the need of contractual arrangements in electronic (trading) environments. Electronic Contracting involves electronic agreement or contract negotiations, hence the exchange of structured messages between prospective buyer and seller. A second important point is the signing of such contracts and its implications on the business at large. We are interested in papers describing the state-of-the-art, pilot projects, international aspects, etc.

Deadline for submission: June 20, 1998.

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The last edition of the year will focus on the Convergence of the New Media and their implications on (electronic) businesses. A new evolving hypermedia around the Internet technology will deeply affect our lives, our society and the way business is conducted. We will also focus on value chain reconfiguration and new business models of the emerging digital economy. Another topic covered will be the Banking / Insurance Industries and Electronic Commerce. The international banking and insurance industries are converging: recent mega-mergers show the way. In what way will Electronic Commerce affect these industries (or has affected them already)?

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