BOOK REVIEW

Electronic Business and Marketing

Lisardo Prieto-González, SRH Hochschule Berlin, Berlin, Germany

Internet entrepreneurs are dramatically changing the business environment since the late 1990s by revolutionizing how business processes and transactions are conducted all over the world and as a consequence of this, business networking revenues are increasing exponentially and the number of products/services available online for businesses and consumers are also growing steadily (Colomo-Palacios, Soto-Acosta, Ramayah, & Russ, 2013). The internet and especially the recent developments with regard to social media have opened new possibilities for companies and users alike, owing to more direct and user induced participation (Wirtz, Nitzsche & Ullrich, 2014). As a consequence of the generalization of the internet, organizations are increasingly using Electronic Business applications such as electronic auctions, electronic catalogues, and customer relationship management applications to streamline their business processes along the entire supply chain (Bakker et al., 2008). The future of the Internet and eBusiness areas has been analysed by many researchers both from a general perspective (e.g. Kollmann & Krell, 2011) or applied to specific scenarios like SMEs (e.g. Chong et al., 2014; Jahanshahi, Zhang, & Brem, 2013; Ovaskainen & Tinnilä, 2011), government (Arendsen et al., 2014; Morgeson & Mithas, 2009), NGOs (Al-Qirim, 2007; Tchouakeu et al., 2011) or, for instance, banks (Callaway, 2011; Gikandi & Bloor, 2010; Rehman, 2012) citing just one of the most relevant cases.

As a result of this importance, Electronic Business (or eBusiness) is now a fundamental part of the economic panorama of the XXI century and has changed also the focus and the opportunities of IT professionals. Moreover, despite the recent economic slowdown, e-business continues to grow. In this new scenario, Matsuo and Colomo-Palacios give us a glimpse of eBusiness and its implications on marketing, technology and economy. In this book, editors provide a set of chapters that covers some of the main challenges on the topic. In the paragraphs below, reviewers describe

the chapters of the book and conclude with an overall evaluation of it.

In Chapter 1, editors introduce the topic by including an overview of emergent technologies in e-business and marketing and narrate how internet has caused a paradigm shift in relationships between customers and companies. In this chapter, Matsuo and Colomo-Palacios include the definitions of the key concepts of the phenomenon and the main implications of internet innovations on economic scenario.

Chapter 2 is entitled "Results of CRM Adoption in Large Companies in Portugal" and is written by João Varajão, Maria Manuela Cruz-Cunha and Daniela Santana. Focussed on Customer Relationship Management (CRM), one of the main concepts and key activities in the field, this chapter presents the findings of a study conducted among a sample of 85 Portuguese large enterprises to investigate CRM adoption. Results show that, in spite of the importance of CRM systems to company competitiveness, of the 85 firms that responded the questionnaire only 25% (21 companies) affirmed using CRM systems.

"The Effectiveness of a New Product Coordinator in Market Access for a Semiconductor Venture -A Case Study of a Graphic Processing Unit LSI for Digital Pachinko" is authored by Akihiko Nagai, Hiroki Nakagawa and Takayuki Ito. This chapter clarifies the problem of market access for semiconductor ventures and proposes the semiconductor distributor role of the New Product Coordinator to support these companies.

Chapter 3, "POST-VIA: Develop Individualized Marketing Strategies for Tourists" by Antonio Cabanas-Abascal, Alejandro Rodríguez-González, Cristina Casado-Lumbreras, Joaquín Fernández-González and Diego Jiménez-López presents POST-VIA project. This effort, financed by the Spanish Ministry of Industry, Tourism, and Commerce, is devoted to develop a platform to be used in tourism in order to collect information about the travel experience for tourists and convert this information into knowledge. POST-VIA unites on one platform the necessary components to perform traditional CRM functions and opinion mining techniques to provide services of direct marketing using web semantic components and recommender systems.

In "A Help Desk Support System based on Relationship between Inquiries and Responses" Masaki Samejima from Osaka University, Masanori Akiyoshi from Hiroshima Institute of Technology and Hironori Oka from 2-1-1 Miyake propose a help desk support system to extract FAQ (Frequently Asked Questions) automatically, to retrieve FAQ for inquiry emails, and to show FAQ in users' inputting their inquiry e-mail.

Cuauhtémoc Sánchez Ramírez, Guillermo Cortés Robles, Giner Alor Hernández present in Chapter 5 entitled "The Impact of Advertising in Emergent Economic Context: A System Dynamics Simulation Approach" a system dynamics simulation model useful to analyze the impact of advertising in the context of an emergent market that is characterized by complex phenomena new products acceptation at higher rates; polarity in the economic and social scale and a market with fuzzy regulations that allows the entry of products that not always meet the basic requirements established for other countries.

Chapter 6 is entitled "Using Caching Techniques to Improve the Performance of Rule-based Inference Applications in Semantic Technologies" and authored by Alejandro Rodríguez-González. This work presents an approach to apply caching techniques to Semantic Technology applications in the scenario of diagnosis support system. The paper presents a set of testing outputs that shows remarkable results in terms of response time improvements.

"Influence of Users' Perceived Compatibility and their Prior Experience on B2C e-Commerce Acceptance" is authored by Department of Business Administration, Faculty of Economics, University of Cantabria, Spain. The chapter presents a study in which the Technology Acceptance Model –TAM– has been applied in order to investigate the influence of users' perceived compatibility and their prior

experience on Business to Consumer (B2C) e-commerce behavior.

Chapter 8, "Behavior Analysis of Video Hosting Website Users Based on an Extended Technology Acceptance Model" by Ayako Hiramatsu and Kazuo Nose from Osaka Sangyo University, Japan also uses TAM to analyse why students use online video hosting services. The main result of this study is the finding that advertisement and charges are not important factors in preventing use of online video services.

"Social Media Networker: A New Profile for a New Market" presents an effort of five organizations in five countries to define and develop the professional role of a Social Media Networker. The paper, written by Aniko Petakne Balogh, Kerstin V. Siakas, Sonja Koinig, Damjan Ekert, Darragh Coakley, Ricardo Colomo-Palacios and Vassilis Kostoglou presents the main components of the certification schema, teaching materials and certification body.

Chapter 10 is authored by Takuya Maekawa from Graduate School of Information Science and Technology, Osaka University, Japan and is entitled "Context-aware advertising in pervasive computing environment". The paper describes a new type of context-aware advertising that employs context information obtained by ubiquitous sensors and presents two example applications that employ context information captured by ubiquitous sensors.

The last chapter in the collection is entitled "Towards Early Detections of the Bad Debt Customers among the Mail Order Industry" and authored by Masakazu Takahashi and Kazuhiko Tsuda. The work, focused on the area of mail order industry, investigates customers black list by means of a research method. Results presented by authors show that prefecture is an important factor in scoring bad debt customers in the mail order industry.

In general, the style of writing could have been more shaped but is, general, more than correct. The book is somehow uneven in quality, although the standard is good. Thus, some good contributions are mixed with other less relevant. However this reviewer believes that, in sum, the book is timely and relevant, although some aspects could be improved.

In conclusion, this book is a very instructive and pertinent book. In the publication predominates limited and in some cases very specific samples studies that narrow the book's appeal to experienced professionals in managerial positions. Nevertheless, it may serve well to researchers seeking to further study any of the topics depicted or any other reader in pursue of an awareness increase of the matter. Finally, practitioners will find how these techniques are applied and examples of the results and benefits obtained.

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Lisardo Prieto-González is a researcher at SRH Hochschule Berlin, Germany and PhD student at the Computer Science Department of the Universidad Carlos III de Madrid, Spain. Also, he worked as researcher and Teaching Assistant for three years in Telematics Department in this later institution. His research interests include complex data architectures, applied artificial intelligence, applied information systems and gamification.