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This book is essentially for students pursuing MBA programs. It will also be very useful for the other specialized courses like diploma in electronic commerce or information technology etc. The following features make this book an indispensable text.

This book discusses various concepts of mercantile laws, keeping in view the requirements of CA-CPT examination. It covers the laws of contract, partnership, and sale of goods. Following a ‘ teach yourself ’ style, it presents the subject-matter in a manner that is easy to grasp and retain. With a blend of conceptual learning and problem solving approach, it will meet the specific requirements of the students taking this examination. This new edition captures the recent trends of questions and problems given in the CA-CPT examination in the recent years. Feature Highlights • Complete coverage of syllabus • Written in simple language • Text supported by tables, charts and figures • Around 50 exhibits and 300 illustrations • Over 800 Multiple Choice Questions

This book offers research geared toward understanding culture and its influence on the success of global businesses. Divided into two parts that look at the leveraging culture cultural diversity from an organizational as well as national perspective, the chapters investigate the effects of technology on culture, the role of leadership in corporate culture, and communicating and managing change across cultures. The book emphasizes that embracing cultural and subcultural differences alongside instilling organizational culture are the keys to successful modern business. With contributions from authors from academic as well as professional backgrounds, this book will serve as a valuable resource to researchers interested in cultural studies generally as well as those studying the importance of culture to managing modern organizations.

This volume presents a pragmatic approach to understanding and capitalizing on contemporary m-commerce trend. It comprehensively encapsulates the evolution, emergent trends, hindrances and challenges, and customer perceptions about various facets of how physical and online retail channels are merging, blurring, and influencing each other in new ways. The rapid rise of m-commerce (or mobile commerce) has led to the emergence of new paradigms in the marketplace. The difference between physical and digital retail is diminishing, and a new “ phygital retail ” phenomenon is on the rise. Marketers need to understand this emerging paradigm and consider the new opportunities and challenges involved. This volume, M-Commerce: Experiencing the Phygital Retail, provides a comprehensive discussion of the contemporary m-commerce concepts along with the emerging paradigms in a pragmatic way. It presents empirical analyses and reviews on the myriad aspects of m-commerce, including both contemporary academic and business research.

In distributed, open systems like cyberspace, where the behavior of autonomous agents is uncertain and can affect other agents' welfare, trust management is used to allow agents to determine what to expect about the behavior of other agents. The role of trust management is to maximize trust between the parties and thereby provide a basis for cooperation to develop. Bringing together expertise from technology-oriented sciences, law, philosophy, and social sciences, Managing Trust in Cyberspace addresses fundamental issues underpinning computational trust models and covers trust management processes for dynamic open systems and applications in a tutorial style that aids in understanding. Topics include trust in autonomic and self-organized networks, cloud computing, embedded computing, multi-agent systems, digital rights management, security and quality issues in trusting e-government service delivery, and context-aware e-commerce applications. The book also presents a walk-through of online identity management and examines using trust and argumentation in recommender systems. It concludes with a comprehensive survey of anti-forensics for network security and a review of password security and protection. Researchers and practitioners in fields such as distributed computing, Internet technologies, networked systems, information systems, human computer interaction, human behavior modeling, and intelligent informatics especially benefit from a discussion of future trust management research directions including pervasive and ubiquitous computing, wireless ad-hoc and sensor networks, cloud computing, social networks, e-services, P2P networks, near-field communications (NFC), electronic knowledge management, and nano-communication networks.

This book is designed to acquaint the readers with major aspects of e-commerce with particular emphasis on technology such as cryptography, e-payment and mobile payment security. The book presents a layered architecture of e-commerce systems with six layers. The physical layer (the bottommost layer) described first, provides the basic communication infrastructure needed by e commerce. The next layer described is the logical layer consisting of Local Area Networks, the Internet, Intranet, etc. which provide connectivity. The layer above is the network services layer which provides e-mail and World Wide Web applications. Above this is a very important messaging layer of e-commerce which provides facilities for exchanging messages securely using the communication infrastructure. Here various methods of encryption, public key infrastructure and digital signature are discussed. It is also explained as to how the messaging layer is used to exchange structured electronic documents, using XML. The next layer called middleman services layer, describes the design of home page of an organization and elaborates various payment services such as credit card, e cash, smart card, etc. The topmost layer is on applications, namely, B2C, B2B and C2C e commerce which are defined and described at the beginning of the book. As use of mobile phones and mobile network is rapidly increasing, a whole chapter is devoted to explain m-commerce. Of special interest are detailed discussions of Wireless Application Protocol, security issues and payment methods. A complete chapter is also devoted to new developments in multimedia information goods such as e-books, MP3 compressed audio and digital quality video. A unique feature of these goods is the method of delivery which also uses the mobile Internet infrastructure. Finally, the legal framework of e-commerce provided by the Information Technology Act 2000 (and the amended act of 2008) is explained. This book with its numerous student-friendly features is an ideal text for undergraduate and postgraduate students of Computer Science and Information Technology (BSc and MSc), Computer Applications (BCA and MCA), and for undergraduate engineering students of Computer Science and Engineering and Information Technology. Besides, it would be useful to professionals for quickly understanding the basics of e commerce. Key Features : • Gives detailed discussions of security and payment schemes in e-commerce. • Discusses essentials of m-commerce technology including WAP protocol and mobile security. • Discusses e-commerce of multimedia such as e-books, MP3 audio and video on demand. • Provides learning aids such as chapter summaries, over 300 review questions and 350 objective type questions.

This set compiles more than 240 chapters from the world's leading experts to provide a foundational body of research to drive further evolution and innovation of these next-generation technologies and their applications, of which scientific, technological, and commercial communities have only begun to scratch the surface.

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