

Preface

The focus of this book is IT-Enabled Services. It has been nearly a quarter of a century since the commercialization of the Internet. Informatization of the Service Industry has occurred rapidly during the last half of the previous century and it has completely transformed production processes in general. Furthermore, the development of the Internet has been transforming the process and the nature of the service. Together with the trend toward a more service-oriented economy, new services are being born and new ways of business are being created.

The objective of this book is to provide an integrated volume of conceptual, theoretical, and practical cases that, together, offer some exciting perspectives on this fascinating area of research. The idea of creating this book emerged from the research presented, and ensuing debate in a series of workshops of IT-Enabled Services. We began reviewing the service aspects of the Internet in our first ITeS Workshop at the IEEE/IPSJ Symposium on Applications and the Internet (SAINT) 2005 and eventually included wider aspects of Information Technology of services. This publication is to share our interests with a wider range of readership.

Bearing this in mind, the structure of this book is designed to serve as a textbook, a conceptual book, a case book as well as a basis for research resources. The authorship includes researchers in such diverse fields as economics, engineering, policy science, sociology, medicine, mathematics, computer science, moral philosophy, pedagogical science, and management studies. Also, the approach is global because the authors are from Australia, Germany, Japan, New Zealand, Qatar, Taiwan, Thailand.

The contents of this book are largely divided into two parts, namely, theoretical precepts and topical issues. Dr. Tetsuro Kobayashi (National Institute of Informatics) and Dr. Hitoshi Okada (National Institute of Informatics) provide a theoretical and evidence-based article about the trust mechanism of buyers in electronic commerce. Dr. Yuya Dan (Matsuyama University and Ludwig-Maximilians-Universität München) is invited to describe a mathematical analysis on diffusion in social networks. Professor Kiyoshi Murata (Meiji University) is invited to provide an important managerial perspective on IT professionals.

The latter part includes topics such as trust, medical practices, government, and education, together with cases about Taiwan, Thailand, and Japan and chapters about privacy-related issues. Professor Shigeichiro Yamasaki (Kinki University) contributes a conceptual framework about trust mechanism and the architecture of IT-Enabled Services with trust. Dr. Eizen Kimura (Medical School of Ehime University) proposes the development of a new medication system using smartphones. Eltahir Kabbar and Dr. Peter Dell (Curtin Business School) provide an analysis about problems in relation to the e-Government development index. Paul Spijkerbosch (Matsuyama University) looks at research on electronic language learning.

Professor Yu-Hui Tao (National University of Kaohsiung) and Dr. C. Rosa Yeh (National Taiwan Normal University) present the practices of IT-Enabled Services in education in Taiwan. Dr. Nagul Cooharajanane (Chulalongkorn University) and Dr. Kanokwan Atchariyachanvanich (King Mongkut's Institute of Technology Ladkrabang) provide case studies of Mobile Payment and Internet Banking in Thailand. Doctors Takashi Okamoto and Nobuyuki Soga (Ehime University) present a case study about Japanese students' behavior toward electronic commerce.

The last part consists of various privacy-related issues in IT-Enabled Services. Because the service industry relies heavily on personal involvement, privacy issues are critical in this research. Professor Hirotugu Kinoshita (Kanagawa University) describes a model-based approach about information exchange while protecting privacy. Dr. Yohko Orito (Ehime University) discusses digital identity and its related problems in the management of information privacy. Dr. Hidenobu Sai (Ehime University) offers a discussion about the social media platform in relation to Human Flesh Search.

I would like to express my sincere thanks to all participants of past workshops who contributed the cross-disciplinary debates and brought a wide variety of ideas, excellent research, efforts, and insightful visions. Matsuyama University's *Chiiki Kenkyu Center Project* (Regional Research Center Project) 2008–2010 "Research on ITeS in region" supported this research.

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Our intention in this book is to offer new views which incorporate the wide range of ITeS development in the first decade of the twenty-first century. It is our wish to share our views with readers of not only academia but also business persons and policy practitioners.

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