

Preface

In line with the potential opportunities and the rapid development of digitization, facilitated by the dramatic advancements in digital technologies, extensively connected networks, and wider adoption of computing devices (especially mobile devices), more and more organizations are realizing the strategic importance of digitization (e.g., sustainable growth of the organization, competitive advantage development, and enhancement) and are embarking on digital enterprise.

Digital enterprise is a large subject that can be discussed in-depth from many different perspectives, including business models of digital enterprise, technologies enabling digital enterprise, strategy planning and implementation, products and services of digital enterprise, marketing and advertising of digital enterprise, digital payment systems, business processes and operations of digital enterprise, laws and regulations associated with digital enterprise, security and privacy issues of digital enterprise, and digital enterprise systems and applications (e.g., Big Data and Advanced Analytics, Cloud Services, The Internet of Things, Mobile Computing, and Social Media). This book titled *Managing Digital Enterprise: Ten Essential Topics* is about digital enterprise and managing the digital enterprise, and focuses primarily on the important knowledge and essential understanding of digital enterprise management required by managers and decision-makers in the organization.

This book comprises ten chapters. Chapter 1 introduces the digital world we live in, defines digital enterprise, discusses types of digital enterprise and elements of digital enterprise management, looks at some challenges and issues of digital enterprise, and spells out some emerging trends and future directions of digital enterprise. Chapter 2 reviews technology infrastructure for digital enterprise, enterprise systems supporting digital enterprise, and measures and tools for addressing security and privacy issues associated with digital enterprise, then discusses emerging technologies of Big Data and Data Analytics, Cloud Computing, and The Internet of Things, and concludes with talent management for digital enterprise.

Chapter 3 discusses digital transformation, looks at digital enterprise strategy framework, reviews some success factors of digital enterprise, and introduces a model of sustainable digital business. Chapter 4 provides an overview of e-tailing,

discusses issues of e-tailing, reviews success factors of e-tailing, and presents some emerging trends and future directions of e-tailing.

Chapter 5 provides an overview of e-services, then discusses e-learning, e-government, digital publishing and e-health respectively, and concludes with 3D-design and 3D-printing. Chapter 6 explains B2B digital enterprise, discusses supply chains and B2B digital enterprise for supply chains, reviews issues and success factors of managing digital supply chains, and presents some emerging trends and future directions of digital supply chains.

Chapter 7 introduces the definition and different types of digital platforms, reviews social media platforms, and discusses some issues and success factors of digital platforms. Chapter 8 highlights the importance of understanding digital customers, looks at digital advertising methods, presents measures for evaluating effectiveness of digital advertising, and discusses some issues and success factors of digital marketing and advertising.

Chapter 9 presents an overview of payment systems, discusses B2C and B2B digital payment systems, addresses mobile payment systems, highlights success factors and challenges/issues of digital payment systems, and suggests some emerging trends and future directions of digital payment systems. Chapter 10 introduces the mobile era, explains the concept of digital enterprise and its major applications, discusses key mobile technologies, and examines some key issues and success factors of mobile enterprise, and points out some emerging trends and future directions of mobile enterprise.

I would like to thank John Hammond, Southern Cross University, Australia, Dr. Daniel O'Sheedy, Eneko Group, Australia, and Dr. Chad Lin, Curtin University, Australia for their kind assistance in reviewing the book. Finally, I would like to thank Atlantis Press and Springer for opportunity of working on the book, and thank Zeger Karssen and Willie van Berkum, Atlantis Press, for overseeing the publishing process of the book and for giving me such a wonderful publishing experience.

Gold Coast, Australia, August 2014

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<http://www.springer.com/978-94-6239-093-5>

Managing Digital Enterprise

Ten Essential Topics

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2014, X, 199 p. 2 illus., Hardcover

ISBN: 978-94-6239-093-5

A product of Atlantis Press