



Managing in the Information Economy: 1 (Annals of Information Systems)

Uday Apte, Uday Karmarkar

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Managing in the Information Economy: Current Research Issues presents the recent research directions that address the issue of management in this economy. The contributors include leading researchers with interests in a diverse set of topics. While the volume cannot give a complete and comprehensive picture, it can provide introductions to important areas, and point to some important topics for future research. Therefore the book begins with perspectives at the level of the economy as a whole and then progressively addresses industrial structure, sectors, functions (e-commerce) and business practices. Introductions to the main sections and the papers in each section are provided. The volume is organized around six sections: The Information Economy; Structure and the Organization of the Information Economy; Marketing and Ecommerce; Emerging Issues in the Information Economy; Operations in the Information Economy; and Empirical Studies of Business Practices. Please see the Table of Contents and Editor's Introduction for further details.



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