

Annotated Bibliography

17/01/2008 20:16 by Sally Ahmed

Business Internet Strategies Berners-Lee, Tim. ”*Semantic Web Road map.W3C team”*. W3 consortium <http://www.w3.org/DesignIssues/Semantic.html> (accessed Jul 16, 2007)

The inventor of the Web Sir Tim Berners-Lee speaks about the history of how Semantic web came to be. The document provides a plan for how data on the Web and applications would work together to create a homogeneous set of data on the Web. Semantic web will redefine Internet business strategies by changing how data is placed on the Web.

Brooks, Charlotte. Clem Leung, Aslam Mirza and Curtis Neal. “*IBM System Storage Business Continuity: Part 1 Planning Guide.”* IBM, RedBooks <http://www.redbooks.ibm.com/redbooks/pdfs/sg246547.pdf> (accessed Aug 9, 2007)

A very extensive guide from IBM that presents recent methodologies in strategic business continuity planning. Further more, guidelines for selection and step by stop construction workshops are presented to support businesses in building their ecommerce sites. The guide covers disaster recover, planning and evolution. It also presents new challenges to business to consider such as reliability, scalability, and management of multiple sites. Connolly, Thomas and Carolyn Begg. *Database Systems: A practical Approach to Design, Implementation, and Management*. Edinburgh: Pearson Education Limited, 2005.

The book, from two with extensive experience in database design in the industry, presents good design strategies for database systems. The internet commerce is based on transactions that require a good sound database backbone to support the complex, distributed, and object-oriented architecture of Internet business applications. The book also refers to the importance of data recovery as part of the Internet business contingency plan. The book is for technical database administrators and professionals and serves as a reference to introduce the link between the web and databases and how web services and other technologies interacts with database management systems. Davies, A.J. Summers, Caroline, and Donna Black. “*Disparities between B2B and B2c Commerce for SMEs.”* Cardiff University, eCommerce Innovation Centre & Cardiff Business Technology Centre. <http://www.ecommerce.ac.uk/pdf/2003echallenges.pdf> (accessed Jun 26 ,2007)

The research paper, by two departments at the Cardiff University, explores the differences and the diversities that exist among businesses and how they implement business to consumer (B2C) and transactions for business-to-business (B2B). The research highlights experiences from different companies, and provides guidance to support enterprises better serve their online business considering their specific requirements. The 8 paper document is well referenced and provides the actual results of the survey that supported the research findings. Erfan, Farnz. “*Maintain federated data using WebSphere Information Integrator autonomic monitoring tools.”* IBM, Developer Works. <http://www-128.ibm.com/developerworks/db2/library/techarticle/dm-0505erfan/index.html> (accessed Aug 11, 2007)

IBM presents its application websphere as a tool to maintain a consistent federated system. The article explains how a federated system correlates with the database, users, and other data resources. The information is detailed enough to benefit IT professionals and easy to be understood by businesses. It is important for companies establishing businesses online to understand how network sites work and what applications are implemented. [-pagebreak-] Fisher, Marchall L. “*What is the Right Supply Chain for Your Product? ”* Harvard business Review. <http://pages.stern.nyu.edu/~djouran/fisher01.doc> (accessed Jul 18 ,2007)

A paper that offers businesses a framework to support in understanding the type of the product to adjust the supply chain accordingly. The guide provides good examples and presents a formula to balance the demand on the product with the availability of the stock. Topics covered in the paper covers inventory management, logistics, product planning, and sourcing. ML. Fisher paper is a very strong reference and is cited by more than 200 resources online; it is also a valuable resource for businesses and academics. Fiuczynski, Marc E., Vincent K. Lam and Brian N. Bershad. “*The Design and Implementation of an IPv6/IPv4 Network Address and Protocol Translator”*. USENIX Annual Technical Conference, no.98 (1998):201-212 University of Washington, Department of Computer Science and Engineering (accessed Jun 29 ,2007)

The technical reference discusses IPv6 ; the solution to the expansion of the Internet through more advanced functionality and larger capacity. The paper, by the team from the University of Washington, produces a methodology to ease the transition from the current IPv4 into IPv6 across computers on the network. The technical details are beneficial to computer science students, and provide general understanding for the public. Friedman, Thomas L. *The World Is Flat, A brief history of the Twenty & First Century*. New York: Farrar, Straus and Giroux Press, 2006.

This book by Friedman, a Pulitzer prize winner for his work at the New York times as a foreign affairs columnist, is organized into six parts focusing on how the world grew to be a small village through elements (flatteners) that controlled the economy of the world. The book focuses on the birth of the Internet and how speedy networking and connectivity supported the outsourcing movement from developing countries to the west and industrial countries; thus explaining the manifestation of commerce online to all those involved and the birth of a market that is global and unified with new set of rules and regulations. Fruhling, Ann L. and Lester A. Digman. *“The Impact of Electronic commerce on Business-level strategies”*. *Journal Of electronic Commerce Research*1, no.2000 (2000,January) (accessed Jun 26 ,2007)

The paper, by members of the University of Nebraska. covers intra business, electronic commerce and various business levels studying the strategies, value/supply chain management and substantial impact. There are good definitions for multiple items in ecommerce with citation from very sound resources that benefits businesses and students alike. Goldfarb, Avi. *“Analyzing Website Choice Using Clickstream Data.”* Northwestern University. http://arxiv.org/PS_cache/cs/pdf/0110/0110008v1.pdf (accessed Jul 21 ,2007)

The paper provides predictive modeling to measure the usage level on Internet business portals through clickstream analysis of the data from users. The study helps marketers support their portals with advertisement that brings the highest ROI. The methods also can adapt to changes in company strategy by modifying the Internet business portal to provide information that is more relevant to customers.

[-pagebreak-] Goldschmidt, Simon, Sven Junghagen and Uri Harris. *Strategic Affiliate Marketing*. Edward Elgar Publishing Ltd ,2003.

The book describes how affiliate marketing works in terms that apply to businesses and students. The material covers how to build an affiliate program, the theories, activities, and the characteristics of the Internet interaction. The book helps in maintaining a long term relationship with online customers and brings benefit to businesses. Grewal, Dhruv., Gopalkrishnan R. Iyer, R. Krishnan and Arun Sharma. *“The Internet and the price–value–loyalty chain”*. *Journal of Business Research*56, no,5 (2003, May): 391-398. *The Behavioral Aspects of Pricing* (accessed Jun19, 2007)

The article by the business research journal discusses the value of the customer as the main focus of growing online businesses. The study is about how commerce portals focus on identifying what adds value to consumers, study their online activities, and modify price and value to retain loyal customers. Jones, Cameron. Rathi, Dinesh. Twidale and Wei Michael. Li.. *“One System, Worldwide: Challenges to Global Information Systems.”* University of Illinois. http://www.isrl.uiuc.edu/~twidale/pubs/one_system_worldwide.pdf (accessed Jun 19 ,2007)

A paper, by university students, that addresses the trend of businesses going online and working with members with cultural and geographical diversities. The paper is well referenced and provides good case studies about the construction of online fronts from Google and yahoo. Jutla, Dawn. Bodorik, Peter, and Yie Wang. *“Developing Internet E-commerce Benchmarks.”* Saint Mary University, Faculty of Commerce. <http://www.e-gov.gr/local/ism-egov/resources-egov/InformationSystems-DevelopingInternetCommerceBenchmarks.pdf> (accessed Jun 29 ,2007)

The eCommerce class at Saint’s mary’s university talks about having a business model and how vital it is to the success of any online business venture by small to medium enterprises. The paper shows how different benchmarks are created with practical case studies from known companies to cover many of the aspects in electronic commerce. Lambert, Douglas M. and Martha C.Cooper. *“Issues in Supply Chain Management.”* *Industrial Marketing Management*26, (2000):65-83 Elsevier Science Inc. (accessed Jul 16 ,2007)

The article provide an overview of SCM including its definition and main aspects. It also discusses SCM framework and its distinguished elements. The paper, written by a professor of transportation and logistics and by one of the business leaders in one-to-one marketing, brings a detailed research material and a wide marketing prospective to the

characteristics of SCM. [-pagebreak-] Lewis, Grace. , Santiago Comella-Dorda, Pat Place and Daniel Plakosh. “*An Enterprise Information System Data Architecture Guide*”. Carnegie Mellon, Software Engineering Institute <http://www.sei.cmu.edu/pub/documents/01.reports/pdf/01tr018.pdf> (accessed Aug 1, 2007)

This reports discusses how data is built and architected to be stored, managed, and used by systems. Internet business applications are all data driven; thus data operations and models need to be properly defined as they move across the system. The report is well cited and presents a good resource for businesses and academics. Lou, MacVittie. “*Who’s managing your Web Services?*”. *Network Computing*15, no.11 (2004,Jun):63-76 (accessed Jun 29 ,2007)

Full reference for how online products that use web services to manage the different B2B transactions can be evaluated. The article also identifies the features of web services and how tests are performed. The material is for businesses and professional to understand this revolving technology and how it is impacting online portals. Mentzer, John. William DeWitt and Yie Wang. “*DEFINING SUPPLYCHAIN MANAGEMENT*”. *Journal of Business Logistics*22, no.2. (2001, February) (accessed Jul 15 ,2007)

The article discusses supply chain management various definitions, types and the philosophy involved in SCM as approached by businesses. The paper is well referenced and provides substantial support for the characteristics of SCM and the motives behind the increasing demand on its implementation. Mithas, Sunil., M.S. Krishnan and Claes Fornell. “*Why Do Customer Relationship management applications affect Customer Satisfaction?*”. University of Maryland, School of Business. <http://www.wam.umd.edu/~smithas/mithascrmcs2005.pdf> (accessed Jul 19 ,2007)

A research that relates customer satisfaction to the customer relationship management program undertaken by firms. The document, prepared by a team including business professors, discusses the importance of distributing the customer behavior knowledge across all parties of the business supply chain. Peppers, Don and Martha Rogers. *Return on Customer: Creating Maximum Value From Your Scarcest Resource*. Currency Press, 2005.

The book ,by the mostly acclaimed business leaders PhD. holders in one to one marketing, discuss the importance of creating value adding relationship with customers rather than becoming profit driven. The book provides business strategies that aid businesses in handling customers and managing their internal resources and financial matrix.

[-pagebreak-] Pienaar, Helila. “*Design and Development of Academic Portal*”. *Libri Journal*53, (2003):118-129 University of Pretoria, South Africa , Academic Information Service (accessed Jul 6 ,2007)

An article, by a strategic innovator at the academic services center, that defines web portals as web sites that have varieties of services. The article presents elements that require research and need to be made available during the process of creating a portal for academic reasons. The article is considered a good guide for businesses who need to understand what is involved in applying this strategic Internet business technology. Stratus Inc. “*High Availability: Is It Sufficient for Disaster Recovery and Business Continuity? A closer look at what's behind the push towards continuous IT availability*”. Stratus Technologies, White Papers.

http://viewer.bitpipe.com/viewer/saveDocument.do?accessId=6419893&resourceId=1182262501_511&method=record (accessed Aug 8, 2007)

The paper discusses the importance of availability as disaster recovery and business continuity grow to be very important elements for Internet businesses. The paper points out the need for IT professionals to support techniques and methodologies that provides high availability for hardware and software of the Internet system. Further more, risks are highlighted, availability levels are listed, and cost is evaluated. Stratus is a leading company in providing high end servers and storage solutions with very high levels of availability and recovery control. The paper is an asset to businesses and a must read for IT individuals. Theusinger, Christiane and Klaus-Peter Huber. “*Analyzing the footsteps of your customers, a case study by ASK|net and SAS Institute GmbH*”. Stanford University, Papers. <http://robotics.stanford.edu/users/ronnyk/WEBKDD2000/papers/theusinger.pdf> (accessed Jul 21 ,2007)

This is a study by two companies that aims at improving web site presence by understanding the visitors and how they traverse through the site. The data collected is used as part of the analysis that should improve the website content and the entire user experience online. Businesses benefit from such studies to improve their online applications and business portals to meet the expectations of visitors. Treese, G. Winfield and Lawrence C. Stewart. *Designing Systems for Internet Commerce*. Boston: Pearson Education Inc, 2003.

The book, by key consultants in the field of Internet business with mastery in research and Internet commerce applications, covers the principles of successful implementation of Internet business. It discusses the technologies, architecture, and applications of the Internet mainly: protocols, server objects, digital security standards, languages, and e-shopping carts and enterprise applications. Organized in three parts; it presents case studies, best practices and proven strategies for those seeking to build an online portal that meets the demands of businesses and consumers. Winer, Russell S. “*Customer Relationship Management: A framework, Research Directions, and the Future.*” University of California at Berkeley, Haas School of Business.

http://diuf.unifr.ch/is/seminars/files/crm-SS2004/files/framework_crm2.pdf (accessed 17 Jul 2007)

This paper identifies CRM as an important aspect of learning about customers for the benefit of the Internet business. The purpose of the study is to provide useful view of CRM processes for marketers and businesses about their customers. The paper also provides methodologies for calculating the customer life time value among other.

----- *Prepared and Organized by Sally Ahmed , for more information please comment using the form below.*