



E-Commerce in Operations Management

Marc J. Schniederjans, Qing Cao

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This text focuses on managerial issues of operations management for e-commerce businesses. Specifically, it seeks to help students interested in the managerial aspects of running e-businesses know what is important in their operations, including personnel, technology and systems. The work shows how the basic content of operations management (such as quality, inventory, product design and so on) should be applied in an e-business. E-commerce research findings and methodologies have been incorporated to offer a broader range of academic contributions. The text is based on empirical evidence provided by numerous e-commerce organizations and research scholars. The text also presents a detailed, step-by-step set of procedures and successful strategies that readers can use immediately. New knowledge has to be made easy to use and the authors have integrated the current theory with current practice so that readers can see the benefits and use them without delay.

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