SOA Maturity Model
A Delphi-Derived Proposal for Inter-enterprise Setups

Companies have long sought to integrate existing Information Systems (IS) in order to support existing and potentially new business processes spread throughout their “territories” and possibly to collaborating organizations. A variety of designs can be used to this end, ranging from rigid point-to-point electronic data interchange (EDI) interactions to “Web auctions”. By updating older technologies, such as “Internet-enabling” EDI-based systems, companies can make their IS systems available to internal or external customers; but the resulting systems have not proven to be flexible enough to meet business demands. A more flexible, standardized architecture is required to better support the connection of various applications and the sharing of data. Service-Oriented Architecture (SOA) is one such architecture.

Features
► Describes the application of Service-Oriented Architecture (SOA) ► Describes a SOA Maturity Model that has been produced using the DELPHI method ► Reflects the needs and preconditions of networked enterprises

Contents

Fields of interest
Business Information Systems; Information Systems and Communication Service; Management of Computing and Information Systems

Target groups
Research

Product category
Brief

Personal code: 978-3-319-02452-3

Fourth Generation Mobile Communication
The Path to Superfast Connectivity

This book deals with the development of so-called fourth generation mobile communications or 4G. It covers all aspects of the technology in a form comprehensible to the general reader, a history of its implementation on a worldwide basis and information on how it will be used to improve business transactions. It is up-to-date, comprehensive, and is based upon information acquired from well over one thousand individual sources. All of the data are set up in a manner that simplifies comparisons between countries and service providers. Based on the extensive analysis of the different contexts and progress of 4G technology, future prospects for high-speed mobile communications are also presented.

Features
► Presents an up-to-date analysis of the progress in 4G or LTE telecommunication ► Explains the core of technological issues related to the upcoming technology ► Reviews all of the countries in which LTE is being licensed and thus provides a worldwide focus

Contents
Chapter 1: Technology - Chapter 2: LTE Cases - Chapter 3: The USA - Chapter 4: India, Russia and the UK - Chapter 5: Europe - Chapter 6: Asia-Pacific - Chapter 7: Africa, Middle East and the Americas - Chapter 8: Conclusions from Case Studies - Chapter 9: Making Usage of Superfast Connectivity

Fields of interest
Business Information Systems; Innovation/Technology Management; Communication Studies

Target groups
Professional/practitioner

Product category
Professional book

Personal code: 978-3-319-02209-3

Innovative Advisory Services in the Virtual World
An Empowerment Perspective

How to effectively design and deliver virtual advisory services can be a mystery to many public and private organizations. This study examines the interesting phenomenon of providing virtual advisors to assist users in accomplishing their tasks in the digital world.

Features
► This book can inspire brilliant and creative business ideas, especially for people who are eager to attract more visitors to their online portals ► This book expands the horizons of future shopping environments for customers who are bored with traditional e-commerce websites. These customers are looking for a sense of the human touch, more personal assistance or fun from online shopping ► For educators and educational institutions, this book showcases how to prompt their institution in virtual platforms and how to make learning an enjoyable and fun experience for students ► This book highlights many helpful guidelines and tips on the effective design and delivery of virtual advisory services in order to remain competitive in e-business

Contents
Introduction.- Virtual advisors in the virtual world.- Virtual advisors in various application domains.- Preliminary data collections on user opinions about virtual advisors.- Discussion and Implications.- Conclusions.

Fields of interest
Services; Business Strategy/Leadership; Social Sciences, general

Target groups
Research

Product category
Brief

Personal code: 978-3-642-41111-3
A. Scaletti, University of Naples, “Parthenope”, Naples, Italy

**Evaluating Investments in Health Care Systems**

**Health Technology Assessment**

This book focuses on the innovative and more critical management approach adopted in the PA (Public Administration) in order to identify and describe the main models and instruments to economically evaluate the decision making process in accordance to the specific conditions such as efficiency, effectiveness, cost and equity. The manuscript pays special attention to this sector by identifying, investigating and applying the main evaluation models (logic and methods) of the decision making process, in particular in terms of investment decisions. In the recent decades, with reference to PA, several managerial approaches have been developed from a business management perspective. These managerial approaches differ in terms of variables analyzed, such as the role of governance or the specific logics and mechanisms applied, but all of them have a common goal, which is the improvement of efficiency, effectiveness, economic and equitable decision making and operations in the PA.

**Features**

- Analysis of currently underdeveloped issues in the health care sector
- Best practice for operators in the health care system written by experts from practice and different fields of academic research
- Many step-by-step tutorials to help the reader learn quickly

**Contents**

The Evolution of Decision Logic in the Health Care System.- Logic and Methods of Evaluation in Health Care.- Health Technology Assessment.

**Fields of interest**

Health Care Management; Health Economics; Health Administration

**Target groups**

Professional/practitioner

**Product category**

Brief

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**New Series**

**SpringerBriefs in Business**

SpringerBriefs present concise summaries of cutting-edge research and practical applications across a wide spectrum of fields. Featuring compact volumes of 50 to 125 pages, the series covers a range of content from professional to academic. Typical topics might include: A timely report of state-of-the-art analytical techniques; A bridge between new research results, as published in journal articles and contextually critical literature reviews; A snapshot of a hot or emerging topic; An in-depth case study or clinical example; A presentation of core concepts that students must understand in order to make independent contributions; SpringerBriefs in Business showcase emerging theory, empirical research, and practical application in management, finance, entrepreneurship, marketing, operations research, and related fields, from a business management perspective. Briefs are characterized by fast, global dissemination, standard formatting guidelines, and expedited production schedules.

**Features**

- Future-focused approach representing the theoretical and practical evolution of CSR
- Blends academic and practical insights and presents frameworks, cases and a diagnostic tool
- The author is a leading and respected authority in the field, with 12 previous books on the subject

**Contents**

Introduction.- Ages and Stages of CSR.- The Failure of CSR 1.0.- CSR 2.0 as a New Metaphor.- Principles of CSR 2.0.- Assessing CSR 2.0 Performance.- Conclusion.

**Fields of interest**

Non-Profit Enterprises/Corporate Social Responsibility; Sustainable Development; Organizational Studies, Economic Sociology

**Target groups**

Professional/practitioner

**Product category**

Brief

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Due October 2013

2014. VIII, 89 p. 4 illus. (SpringerBriefs in Business / SpringerBriefs in Organisational Studies) Softcover

| *€ (D) 53,49 | € (A) 54,99 | sFr 67,00 |
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ISBN 978-3-642-40873-1
G. Wiredu, Ghana Inst. of Mgt. & Public Admin. (GIMPA), Achimota - Accra, Ghana

Mobile Computer Usability

An Organizational Personality Perspective

The central thesis of this book is that to understand and enhance the usability of mobile computers, we must understand the union and continuity of the user’s sociological (organizational) and psychological (personal) circumstances. Union and continuity constitute relationships that are not well understood because previous researchers have not approached mobile usability from these premises to explain them. The book seeks to explain the relationship between the user’s sociological and psychological circumstances into a unified epistemology of mobile usability.

Features

- Researchers can draw upon the epistemology of mobile usability to analyse diverse mobile usability scenarios
- Implementers of mobile information systems in organisations can adopt all three principles – pragmatism, ubiquity, and representation – to deploy mobile computers successfully
- Systems analysts can depend on the personal and organisational needs analysis to determine holistic user satisfaction requirements in the development of mobile information systems

Contents


Fields of interest

Business Information Systems; Epistemology; Personality and Social Psychology

Target groups

Research

Product category

Monograph

Due November 2013

2014. VII, 231 p. 31 illus. (Progress in IS) Hardcover

* € (D) 106,99 | € (A) 109,99 | sFr 133,50

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