

Arab Academy For Banking And Finance

Degree Of Doctor of Philosophy (PhD) In Information System

Outlines of “Advanced Topics in E-Business” Course

Course Name	Advanced Topics in E-Business
Course No.	6904
Prerequisite	6705 e-business course (MSc degree)
Credit Hours	3
Lecture Duration	90 minutes
Mailing list of the course	PhDElectronicBusinessCourse@yahoo.com

Course Schedule: 15.00 – 18.00 Saturday, Room 9

Supervisor:

Dr. Ezz Hattab (ezz@softlab.ntua.gr)

Overview:

E-business using the Internet, the World Wide Web, and other networks is rapidly growing across the world and is causing major changes in how organizations and countries carry on business and commerce. Major players, including the World Wide Web Consortium and the United Nations, are involved in setting its standards and guidelines for practices, to ensure that business is carried out in a trustworthy, secure and efficient manner. And there is a technological divide between the advanced and developing economies. At the same time, web technologies continue to advance at an increasing pace.

Therefore, researchers need to be up-to-date with the state of the art technologies and the future trends in electronic business. The course builds on E-Business Infrastructures and Applications and covers new developments, initiatives and technologies as they occur.

Objectives:

On successfully completing the module, the students are expected to:

- Understand the taxonomy of Electronic Commerce Research and access the papers about the EC research taxonomy study
- Address the new trends in electronic businesses.
- Identify significant research challenges that will most beneficially impact the future use of e-businesses.
- Promote and coordinate developments in the field of e-business.

- Share new ideas and exchange best practice approaches to drive future work and leverage e-business usage.
- References on the topics of E-Business research

Outline of the Material:

<u>Week</u>	<u>Topics</u>	<u>Papers</u>	<u>Classes</u>
1	The taxonomy of Electronic Business Research	1-5	3
2	E-Marketplace: Structure, Mechanism, Economics, and Impact	6-38	3
3	Retailing in EB: Products and Services	39-110	3
4	Consumer Behavior, Online Market Research, and CRM	111-167	3
5	E-marketing Research	168-182	3
6	Business-to-Business Research	183-256	3
7	E-Supply Chain management	257-328	3
8	Knowledge Management in E-Business, e-Gov, e-learning and others.	329-371	3
9	Mobile Business	372-403	3
10	Electronic Auction (Complex Auctions and Bidding Behaviour)	404-436	3
11	E-Business Security Research	437-467	3
12	E-Payment	468-484	3
13	Content Management and Search Engine	485-502	3
14	Launching a Successful Online Business	503-539	3
15	Final Exam	-	2

Teaching/Learning Methodology:

1. Lectures.
2. Some handouts.
3. Three deliveries:
 - 3.1 Introducing a possible idea for one of the listed e-business problem topics
 - 3.2 Introducing the previous work related to the selected problem
 - 3.3 Presenting the main contribution to the class

Evaluation:

1. Deliveries (#1, 2 and 3): 15%
2. Research Paper: 35%
3. Final Exam 50%

References:

The taxonomy of Electronic Business Research
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E-Marketplace: Structure, Mechanism, Economics, and Impact
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Consumer Behavior, Online Market Research, and CRM
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