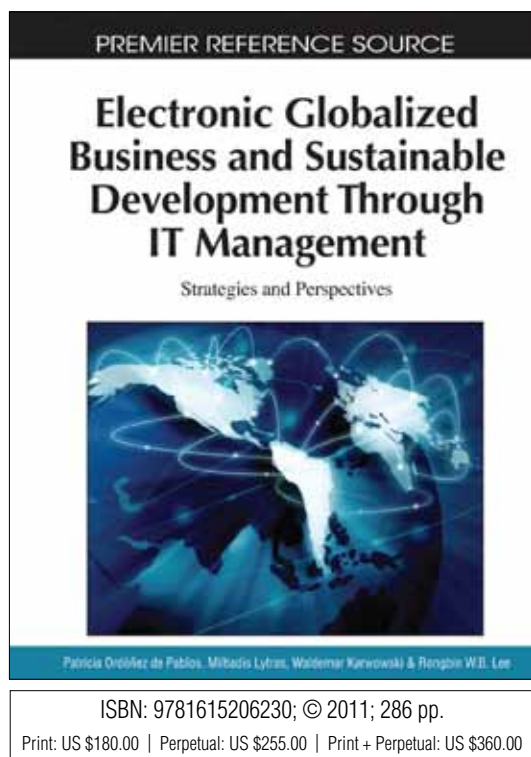


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## Electronic Globalized Business and Sustainable Development Through IT Management: Strategies and Perspectives



Patricia Ordóñez de Pablos (Universidad de Oviedo, Spain), Miltiadis Lytras (CTI, Greece), Waldemar Karwowski (University of Central Florida, USA) and Rongbin W.B. Lee (Hong Kong Polytechnic University, Hong Kong)

The need for the collaboration and exploitation of synergies is crucial in a world where traditional business practices are reconsidered, economic activity is performed in a global context, and new areas of economic development are recognized as the key enablers of wealth and income production.

**Electronic Globalized Business and Sustainable Development Through IT Management: Strategies and Perspectives** provides fresh ideas on how IT and modern management can contribute to societal and economic objectives, and the significant role of IT for global challenges and international collaboration. This book aims to bring together academics, researchers, entrepreneurs, policy makers and government officers to contribute to the debate on sustainable development and strategic management through Information Technology.

### Topics Covered:

- Simulation Technologies in Global Learning
- Electronic Games and Adult Learning
- Design Strategies for Improved Online Instructional Systems
- E-Marketing practises as tool for globalisation
- Engaging Learning Models with ICTs
- Fuzzy Cognitive Maps in IT Management and Risk Analysis
- Human Factors in Knowledge Management
- Global environment and B2B relationships
- Evolute Methodology
- Social Computing In Business Model Innovation

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**Patricia Ordóñez de Pablos** is a Professor in the Department of Business Administration and Accountability in the Faculty of Economics of the University of Oviedo, Spain. Her teaching and research interests focus on the areas of strategic management, knowledge management, intellectual capital measuring and reporting, organisational learning and human resources management. She serves as Executive Editor of the *International Journal of Learning and Intellectual* and the *International Journal of Strategic Change Management*. She also serves as Associate Editor of *Behaviour and Information Technology*.

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