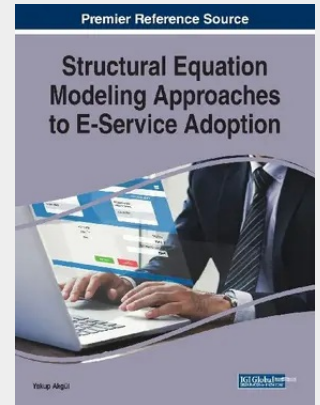


Structural Equation Modeling Approaches to E-Service Adoption

With the modernization of services offered through the internet, many traditional face-to-face services have adopted new e-service phenomena. Especially prevalent among the younger generations, this change in service has promoted many industries to rethink how to best reach their consumers using modern technology. Structural Equation Modeling Approaches to E-Service Adoption is a pivotal reference source that aims to share the latest empirical research findings within technology acceptance, information systems, information technology, human-computer interaction, and management information systems. While highlighting topics such as e-commerce, internet banking, and technology acceptance, this publication explores the understanding of today's e-services in a dynamic and complex environment, as well as the methods within the field of information systems and information technologies. This book is ideally designed for academics, students, managers, and scholars interested in the up-and-coming research surrounding the field of information technology.

With the modernization of services offered through the internet, many traditional face-to-face services have adopted new e-service phenomena. Especially prevalent among the younger generations, this change in service has promoted many industries to rethink how to best reach their consumers using modern technology. Structural Equation Modeling Approaches to E-Service Adoption is a pivotal reference source that aims to share the latest empirical research findings within technology acceptance, information systems, information technology, human-computer interaction, and management information systems. While highlighting topics such as e-commerce, internet banking, and technology acceptance, this publication explores the understanding of today's e-services in a dynamic and complex environment, as well as the methods within the field of information systems and information technologies. This book is ideally designed for academics, students, managers, and scholars interested in the up-and-coming research surrounding the field of information technology.



212,70 €
212,70 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781522580157
Medium: Buch
ISBN: 978-1-5225-8015-7
Verlag: Business Science Reference
Erscheinungstermin: 28.02.2019
Sprache(n): Englisch
Auflage: Erscheinungsjahr 2019
Produktform: Gebunden
Gewicht: 1194 g
Seiten: 300
Format (B x H): 221 x 286 mm

