

The China Information Technology Handbook

Patricia Ordóñez de Pablos • Miltiadis D. Lytras
Editors

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 Springer

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*To Haido and Dimitris Miltos
To Elvira and Joaquín Patricia*

Foreword

Miltiadis D. Lytras and Patricia Ordóñez de Pablos

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China is a fast-growing emerging economy and current impressive economic growth rate of almost 9 percent annually. Its contribution to global GDP growth since 2000 has been almost twice as large as that of the next three biggest emerging economies (India, Brazil and Russia) combined. Some even refer to China as the mother of emerging markets and transition economies.

Directly or indirectly the Chinese economy has influenced interest rates, prices for raw materials and wages in the western established economies. Currently China is the most R&D intense of emerging market countries and is seventh of all countries in the world. Its economic power is exemplified by the fact that it is expected to be the fifth largest source of outward foreign direct investment during 2004- 2007.

Working with Chinese firms has become a reality for the vast majority of managers in Western countries. With its high growth rate, the presence and impact of the Chinese economy will only become larger.

With China's importance on the global scale set to grow faster than ever – shows a unique window to observe the changes that will chart the course of the future in this region of the world. One of the keys to dealing with China is understanding the complex dynamic between rapid change and tradition.

In a world where traditional business practices are reconsidered; economic activity is performed in a global context; new areas of economic development are recognized as the key enablers of wealth and income production; the quest for collaboration and exploitation of synergies is recognized as an Information Technologies Primer; this book brings together academics, researchers, entrepreneurs, policy makers and government officers aiming to contribute to the debate on Sustainable Development and Strategic Management through Information Technology in China.

Over recent years, China's IT economy has poised for a new round of development, which in some respects characterizes a large number of offshore software outsourcing for scale and low cost. The phenomenon of global software development has intensified more than ever before, turning into an increasing dispersion of software development activities across geographies. To be more competitive or simply survive in such a rapidly evolving environment, IT companies have been looking to innovate and differentiate themselves by resorting to new development methodologies.

The strategic management of IT in China needs in our days to be justified and promoted through a multi-focus approach. The scholar value of this proposed book is anchored in the following key pillars: 1) The focus of the analysis is performed by exploiting state of the art and emerging trends in Theory and Technology; 2) It provides to IT students and academics as well to other target market an excellent match of theory and practice. The publication strategy of this book as explained in a later stage in tentative tables of contents promote this vision: and 3) It gives an excellent opportunity for discussing some of the top/hot topics in IT and providing fresh ideas on how real world business challenges set new frontiers for IT and management

So the development of this reference book is targeting to huge audiences aiming to communicate knowledge on a timely topic. The contribution to the literature of IT will be significant: Current publications do not focus jointly in the two areas and also they don't apply a combined IT and China Perspective.

THE CHINA INFORMATION TECHNOLOGY HANDBOOK aims to timely respond to the high demand of our society to adopt Emerging Technologies in all the aspects of Business and Economic activity towards innovative solutions to research problems and high performance systems. The key characteristic of the book is that brings together the experts of the IT industry, IT practitioners and researchers in High Tech Research centres and Academia promoting a sound contribution to the IT literacy as demanded by real users.

The book is formed by 22 chapters that address key topics from social networks and IT companies, mobile telecommunication services and innovation networks, logistics and IT services in China to electronic government and e-commerce. The chapters of the book are: Chapter 1: "Guanxi And Information Technologies Companies In China: Understanding Social Connections Structures" (Miltiadis D. Lytras and Patricia Ordóñez de Pablos); Chapter 2: "Enterprise Risk Management: Information Technology Outsourcing Risk with the Trend in China" (Desheng Wu, David L. Olson and Dexiang Wu); Chapter 3: "Chinese Consumers' Attitudes and Adoption of Online and Mobile Banking" (Sylvie Laforet); Chapter 4: "International Patterns in Manufacturing Strategies" (Ruth Alas, Tomas Eklund, Mikael Collan and Ants Kraus); Chapter 5: "The Term Innovation and its Front End – Is There a Specific Asian View?" (Alexander Brem); Chapter 6: "Research on Establishing Beijing International IT R&D Hub" (Zhao Jing-Yuan); Chapter 7: "Absorptive Capability, Local Innovation Networks and International R&D Spillovers: An Empirical Study on the Chinese ICT Industry" (Shouhua Wei, Xianjun Li, Guisheng Wu); Chapter 8: "Analyzing Growth of Mobile Telecommunication Services in China" (V. Sridhar); Chapter 9: "3D Virtual World Success in Mainland China. Second Life vs. HiPiHi"(Xi Zhang, Doug Vogel, Zhenjiao Chen, Zhongyun Zhou); Chapter 10: "The Role of China in Requirements Research" (Alan M. Davis and Ann Hickey); Chapter 11: "Chinese Cultural Characteristics And Effective Business In China". Maria Fernanda Pargana Ilhéu; Chapter 12: "The Impact of Information Technology on Organizational Forms" (Liang-Hung Lin); Chapter 13: "Intellectual Capital and Competitive Advantage in the Globalization Context. An Empirical Analysis of creative industries in China" (Ru-Yan

Hong and Xiao-Bo Wu); Chapter 14: “The Innovest Ratings of Chinese Organizations: A Benchmarked Analysis” (Edward J. Lusk); Chapter 15: “Language-divides and Global Inequalities: Problems and a Solution” (Pak Hung Mo); Chapter 16: “Agricultural Informationization in China” (Wensheng Wang, Guangqian Peng and Guangmin Lu); Chapter 17: “Market Characteristics of Mobile Communications Market in China” (Sunanda Sangwan, Guan Chong and Louis-Francois Pau); Chapter 18: “Logistics and IT Services in China: Outsourcing in the Manufacturing Industry” (Yen Chun); Chapter 19: “China’s Perspectives on the Development of Information Technology” (Hou Ying and Hao Yufan); Chapter 20: “Electronic Government in China: History, Current Status, and Challenges” (Yue "Jeff" Zhang, Li Richard Ye and Zhiyang Lin); Chapter 21: “Software Evolution for Evolving China” (Hongji Yang, Feng Chen, He Guo, Yong Zhou and Mingyan Zhao); and Chapter 22: “E-Commerce In China: Culture And Challenges” (Jeffrey Hsu).

We wish readers to enjoy this variety of topics on IT in China. We are looking forward to have your attention in our next book concerning Business in China and in Arab World which will be published in 2009.

Don’t miss the special edition of China Insights Today for the Beijing Olympics, which you can download from <http://www.chinainsightstoday.com>. Additionally if you are interested in 1st International Conference for the Web Science, please have a look at <http://icws2009.org>

We would be happy to receive your comments and suggestions. Feel free to drop us a mail at miltiadis.lytras@gmail.com and patriop@uniovi.es.

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