

# CONTENTS

<b>LIST OF FIGURES</b> .....	7
<b>LIST OF TABLES</b> .....	10
<b>LIST OF ABBREVIATIONS</b> .....	11
<b>PREFACE</b> .....	13
<b>INTRODUCTION</b> .....	15
<b>1 SOCIAL E-BUSINESS PHENOMENA AND ITS SERVICES</b> .....	17
1.1 Theoretical Background of Social E-business Phenomena .....	18
1.2 Electronic commerce (e-commerce).....	20
1.3 Social commerce .....	21
1.4 Evolution of social commerce .....	22
1.5 The impact of social networking sites on consumer behavior .....	25
1.6 Science Service Leadership and Management in the Context of Information Science.....	26
1.7 Service Science .....	29
1.8 E-Services.....	32
1.9 Social influence in decision making.....	34
1.10 Trust and Trust performance .....	35
<b>2 INFORMATION BUSINESS AND SERVICES</b> .....	39
2.1 Information as a Component of a Value Chain.....	41
2.2 Electronic Service .....	41
2.2.1 The Concept of e-Service.....	41
2.3 E-Service Quality .....	42
2.4 Current Situation and Trends in Information Business and Services .....	44
2.4.1 E-Service Strategy .....	44
<b>3 E-SERVICES AND BUSINESS PROCESS MODELS</b> .....	52
3.1 E-Services in/for business process models.....	53
3.2 Characteristics of e-services.....	54
3.3 Connection between e-Services and business process models .....	55
3.4 Methodology of e-Services and Business Processes .....	56
3.5 Frameworks of workflow models.....	57
3.6 Interoperability needs .....	63

<b>4</b>	<b>CHANCES AND CHALLENGES OF SOCIAL ENTERPRISES</b> .....	65
4.1	Social Entrepreneurship Concepts.....	65
4.2	Social Enterprises .....	67
4.3	Characteristics .....	68
4.4	Models/Forms.....	69
4.5	Environment And Parameters For Social Enterprises And Their Hybrid Nature .....	72
4.6	Reasons for setting up Social Enterprises .....	74
4.7	Discovering and defining design criteria for public e-services .....	88
<b>5</b>	<b>IMPACT OF DIGITALIZATION ON DOING SERVICE BUSINESS</b> .....	98
5.1	Impact on Market Communication and Trading .....	108
5.2	Value and role of cryptocurrencies in e-business and online payment services.....	113
5.2.1	Key characteristics, benefits and risks of cryptocurrencies.....	116
5.2.2	Application of cryptocurrencies .....	117
5.3	New KPIs for Digital Services .....	120
5.4	Influence Of Big Data On Business Intelligence And Service Analytics .....	129
5.5	Big Data's Influence on BI & A .....	134
5.6	Professional Service Operations Management.....	144
5.7	Business Intelligence and the Marketing Plan.....	146
5.8	The culture of brands in a digitalized world.....	149
5.9	Influence of Website Innovations and Social Media on Consumer's Buying Behaviour .....	162
<b>6</b>	<b>SOCIAL COMMERCE PLATFORMS AND SOCIAL E-BUSINESS SERVICES</b> .....	173
6.1	Electronic business (e-business) .....	177
6.2	Electronic commerce (e-commerce).....	178
6.3	Social Media Platforms.....	180
6.4	Social commerce .....	183
6.5	Providing better services to customers using sentiment analysis in social media.....	197
6.6	Use Of Artificial Intelligence For Personalized Advertisements In Social Media.....	204
6.7	Source retrieval.....	206
<b>7</b>	<b>ANALYTICS AS A SERVICE</b> .....	221
7.1	Analytics as a Service (AaaS) and the Service oriented Architecture (SOA).....	222
7.2	Decision Support Systems .....	224
7.3	Data mining approaches.....	225
7.4	Management inside the Cloud.....	228
7.5	Service Analytics.....	233
7.6	Service Oriented Decision Support Systems.....	235

<b>8 CUSTOMER-DRIVEN BIG DATA ANALYSIS AND COMPANY'S SERVICITISATION</b> .....	259
8.1 Servitization .....	259
8.1.1 The benefits of Servitization .....	260
8.2 Big Data Analysis .....	261
8.3 Big Data Technology.....	262
8.4 Big Data leverages Servitization .....	263
8.4.1 How Big Data Analysis and Company Servitization interact.....	266
<b>9 DIGITAL SERVICES FOR COMPANIES' COLLABORATION</b> .....	268
9.1 Business model innovations through digital technologies .....	268
9.2 Servitization – from products to outcomes .....	269
9.3 Digital services implementation and impact .....	274
9.4 Challenges, drawbacks and drivers of the self-service technology.....	281
<b>10 BIG DATA ENABLED SERVICES</b> .....	286
10.1 The link between Big Data and Cloud Computing .....	287
10.2 Decision Support Systems (DSS) .....	288
10.3 Big data in climate .....	290
10.4 Big data in traffic.....	292
10.5 Big data in healthcare .....	293
10.6 Online Services In The Hospitality Industry.....	295
10.7 It-Platforms and Services to Support the Real-Estate-Domain .....	307
10.8 The presence of a real estate agency in social networks .....	312
10.9 Online Banking Services Challenges and Opportunities in the Age of E-Business Expansion .....	317
10.10 Technologies in the process of sustainable production and consumption of textiles and clothing in Europe.....	328
<b>CONCLUSION</b> .....	339
<b>REFERENCES</b> .....	341