

## CALL FOR CHAPTERS

Proposals Submission Deadline: 1/15/2008

Full Chapters Due: 5/31/2008

### ***E-Novation for Competitive Advantage in Collaborative Globalization: Technologies for Emerging E-Business Strategies***

Editors: Hugh M Pattinson, University of Technology, Sydney  
David R Low, University of Western Sydney

#### **Introduction**

The aim of this book is to highlight new products, services, strategies and philosophies drawn from an emerging collaborative information platform. The World-Wide Web has metamorphosed into a powerful multimedia, multipurpose, multipoint, and creative vehicle for development and delivery of new, emergent products and services.

This book explores symbiotic connections between the development of new e-business technologies with new users and consumers, existing and new businesses, and links to social and political visions and strategies.

Friedman's (2006) conceptualization and discussion of a "Flat World" with an advanced collaborative platform expressed through "Globalization 3.0", provides a strong underpinning description of the new platform. This book explores and discusses the new platform that is relevant – indeed critical – to existing and new small and medium businesses – who may in turn become new industry leaders in the coming decade.

***E-NOVATION*** starts with businesses using the new platform to research, develop and market new things within and out from that platform. ***E-NOVATION*** is viewed from businesses who already have basic or more advanced E-Business features, but should move on take advantage of more features within the new platform.

***E-NOVATION*** explores a new composition of marketing elements relevant to competing in a new collaborative business world. E-Novation Marketing Elements incorporating Web 2.0 concepts include Collaboration, Pricing, Online Presence & Branding, Curriculum, and Deployment.

#### **Book Objectives**

The book recognizes a revolutionary change in E-Business to a new advanced collaborative information platform that supersedes previous E-Business information systems, perspectives and business and marketing philosophies. The book introduces relevant advancing new information thinking for new agendas of marketing and business research and practice – and indeed for new research and practice with and from the new information platform.

## The Target Audience

The proposed book will be useful to academics, teachers and researchers, professionals in the field of e-learning, and to people that belong to the broader field of education. The book builds on new conceptualisations of a new collaborative platform – but encapsulates philosophies, strategies and actions under an E-Novation umbrella expressed in useful terms for business researchers and managers. These approaches may also be of significant importance to researchers in the area of the semantic web, especially when the semantic augmentation of the data concerns those interested in using online communities for business processes.

*Suggested chapters with details may focus on, but are not restricted to:*

### Contents

#### Content Outline

- INTRODUCTION

#### SECTION 1: E-MARKETING AND THE NEW COLLABORATIVE INFORMATION PLATFORM

##### 1. A Brief History Of E-Marketing

- E-Marketing Definitions
- Marketing Computer-Mediated Environments (CMEs)
- Evolution of E-Marketing 1993-2000
- Lessons From the Dotcom Bust 2000-2003
- E-Marketing Redefined 2004-2006

##### 2. E-Marketing in 2007-2008 - Second Life, Web 2.0, Next Generation

- Defining a New Collaborative Information Platform
- Freidman's 10 "Flatteners" + Triple Convergence = New Collaborative Information Platform
- Implications for Business and Marketing

#### SECTION 2: WHAT IS E-NOVATION?

##### 3. Innovation and E-Marketing

- Relationships Between Innovation and E-Marketing 1993-2003

##### 4. Innovation and High-Technology Strategies

- Technology in Context
- Socioeconomic Paradigms , Economic Development, Value Creation and Leadership
- HyperCompetition
- High-Technology Adoption
- "Internet Time Development",
- The Technology Paradox
- Competing at the Edge of Chaos,
- Migration from Place to "MarketSpace" – Then What?
- Co-Production
- Open-source Development – and Marketing
- Collaborative Strategy For The New Collaborative Information Platform

##### 5. Defining E-NOVATION

- E-Novation = Innovation + E-Marketing + New Collaborative Information Platform
- Developing E-Novation

#### SECTION 3: E-NOVATION PRODUCT RESEARCH DEVELOPMENT AND COMMERCIALIZATION

##### 6. Defining E-NOVATION In Action

- E-Novation and Product Service Research and Development

- E-Novation Development from Conceptualization to Prototype
- 7. Commercialization Using E-Novation**
- E-Novation For Release, Launch
  - Funding and Support For E-Novation
  - Deployment, Dissemination and Adoption

#### **SECTION 4: E-NOVATION MARKETING**

- 8. Defining E-Novation Marketing Elements**
- E-Novation Marketing Elements – Why More Than The Traditional 4 P's?
  - E-Novation, Web 2.0 and Marketing
  - E-Novation Collaboration
  - E-Novation Pricing
  - Online Presence and Branding
  - E-Novation Curriculum (Communication + Education)
  - E-Novation Deployment (Distribution)
- 9. E-Novation Collaboration**
- Collaborative Product-Service Development
  - Open-Source Development – Blurring Developers/Users Into One Community
  - Open-source Marketing Concept
- 10. E-Novation Pricing**
- Pricing For Adoption
  - “Spike-Pricing” To Maximise Real-Time Revenue
  - Pricing for Open-Source Collaborative Consumption
  - Bundling and Subscription Pricing
  - Platform Supported Funding/Pricing Approaches
- 11. E-Novation Presence and Branding**
- E-Novation Communications Strategies
  - Branding and E-Novation
  - E-Novation, Branding and Customer Interface
- 12. E-Novation Curriculum (Communication + Education)**
- Permission Marketing, Viral Marketing and Developing “Curriculum”
  - Working With Social Media
  - E-Novation and Virtual Worlds
  - Developing Awareness of New and Emerging Technologies – E-Literacy
  - Marketers as “E-Novation Lobbyists – Enhancing E-Readiness
- 13. E-Novation Deployment - Creating New “Spaces” and Distribution Using E-Novation**
- The New Collaborative Platform As a Vehicle for Distribution
  - Search Engine Marketing
  - Combining Online and Offline Distribution through E-Novation

#### **SECTION 5: E-NOVATION BUSINESS DEVELOPMENT**

- 14. E-Novation and Start-Up Companies**
- 15. E-Novation For Large Corporations**
- 16. E-Novation For Small-Medium Enterprises (SMEs)**
- 17. E-Novation For Government-Related Businesses**

#### **SECTION 6: EMERGING E-NOVATION, PLATFORMS AND MARKETING**

- 18. Next Generation Collaborative Information Platforms**
- Semantic Web
  - Business and Marketing Web Services
  - The Virtual E-Marketer
  - Atomic Marketing – Nanotechnology
  - E-Novation, E-Readiness and Globalization
  - What It Means To Be An E-Novative Company in 2010

**Submission Procedure**

Researchers and practitioners are invited to electronically submit on or before January 15, 2008, a 2-5 page manuscript proposal clearly explaining the mission and concerns of their proposed chapter. Authors of accepted proposals will be notified by January 31 about the status of their proposals and sent chapter organizational guidelines. Full chapters are expected to be submitted by April 30, 2008. All submitted chapters will be reviewed on a double-blind review basis. The book is scheduled to be published by IGI Global, (Formerly Idea Group Inc.), <http://www.igi-global.com>, IRM Press, Information Science Publishing, CyberTech Publishing, and Information Science Reference (formerly "Idea Group Reference").

*Inquiries and submissions can be forwarded electronically (Word document) or by mail to:*

**Dr. David R Low  
School of Marketing  
University of Western Sydney  
Locked Bag 1797**

**Penrith South DC NSW 1797  
Tel.: +61 2 96859683  
Fax: +61 2 96859612  
E-mail: [d.low@uws.edu.au](mailto:d.low@uws.edu.au)**