ON CERTAIN STRATEGIC MANAGEMENT METHODOLOGIES OF E-BUSINESS IN CONTEMPORARY MICRO-MEDIUM SIZED PUBLISHING FIRMS

ALEXANDRA LIPITAKIS
LEA Publishers, Athens, Greece

Abstract

Computer network technologies and strategic management methodologies have undoubtedly had major impact in the way people communicate, exchange information and participate in attractive e-commerce and e-business opportunities. The small and medium sized businesses, by pursuing their ambitious plans to grow into major e-commerce players and in their continuous effort to take advantage of these new rapidly expanded technologies and methodologies, have to consider carefully certain related critical factors such as presentation time of new products, physical location of the enterprise, effective channels of distribution, niche marketing et al.

Certain key issues concerning strategic management methodologies of e-businesses in the case of small and medium sized publishing firms are examined. The concepts of meta-problems, meta-computing and meta-strategies are considered and their application and solution to e-business is discussed.