

BI5691: E-Business

[View Online](#)

Amit, R., & Zott, C. (2001). Value Creation In E-business. *Strategic Management Journal*, 22 (6–7), 493–520. <https://doi.org/10.1002/smj.187>

Barrett, M., Oborn, E., & Orlikowski, W. (2016). Creating Value in Online Communities: The Sociomaterial Configuring of Strategy, Platform, and Stakeholder Engagement. *Information Systems Research*, 27(4), 704–723.

Chaffey, D. (2015a). Digital Business and E-Commerce Management: Strategy, Implementation and Practice (Sixth edition). Pearson.

Chaffey, D. (2015b). Digital Business and E-Commerce Management: Strategy, Implementation and Practice.
<https://ebookcentral.proquest.com/lib/rhul/detail.action?docID=5174231>

Chaffey, D. (2015c). Digital Business and E-Commerce Management: Strategy, Implementation and Practice (Sixth edition). Pearson.

Chaffey, D. (2015d). Digital Business and E-Commerce Management: Strategy, Implementation and Practice.
<http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780273786573>

Chaffey, D. (2015e). Digital Business and E-Commerce Management: Strategy, Implementation and Practice (Sixth edition). Pearson.

Chaffey, D. (2015f). Digital Business and E-Commerce Management: Strategy, Implementation and Practice.
<http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780273786573>

Chaffey, D. (2015g). Digital Business and E-Commerce Management: Strategy, Implementation and Practice (Sixth edition). Pearson.

Chaffey, D. (2015h). Digital Business and E-Commerce Management: Strategy, Implementation and Practice.
<http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780273786573>

Eyring, M. J., Johnson, M. W., & Nair, H. (2011). New Business Models In Emerging Markets. *Harvard Business Review*, 89(Issue 1/2), 88–95.
<http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=56699037&a>

