

Contents

Foreword	xxv
W. W. COOPER	
Acknowledgements	xxix

PART I: BUSINESS MODELLING FUNDAMENTALS

Introduction: Business Modelling: Multidisciplinary Approaches	3
CLYDE HOLSAPPLE, VARGHESE JACOB & H. RAGHAV RAO (EDITORS)	
AND ABHIJIT CHAUDHURY & MANISH AGRAWAL (ASSOCIATE EDITORS)	
1. Gleanings into the Second Best Debate	11
WILLIAM A. HAMLEN JR.	
2. Transfer Pricing: From Price Guidelines To Strategic Interaction	25
VICENTE SALAS-FUMAS : FRANCISCO RUIZ-ALISEDA	
3. Trading Mechanism Design for Swap Markets	43
MING FAN: XIAORUI HU: HAN ZHANG	
4. Production Capacity for Durable Goods	55
R. PRESTON MCAFEE	

- | | | |
|----|---|-----|
| 5. | Cost-Sharing For Pollution Abatement
EDNA T. LOEHMAN : RABIH KARAKY | 77 |
| 6. | A Study on Coefficient Reduction of Binary Knapsack Inequalities
GARY J. KOEHLER | 107 |
| 7. | Qualitative Reasoning: Theory and Applications
AIMO HINKKANEN : KARL R. LANG | 127 |
| 8. | An Architecture for Knowledge Management Featuring Metaknowledge
ROGER ALAN PICK: GEORGE P. SCHELL | 155 |

PART II - MODELLING IN ELECTRONIC BUSINESS

- | | | |
|-----|--|-----|
| 9. | Multi Agent Enterprise Modeling
RIYAZ SIKORA: MICHAEL J. SHAW | 169 |
| 10. | Designing IT-Supported Market Mechanisms for
Organizational Coordination
SULIN BA: JAN STALLAERT | 187 |
| 11. | Congestion Based Pricing and Management of Distributed
Computational Resources
ALOK GUPTA: BORIS JUKIC: PRABHUDEV KONANA | 205 |
| 12. | Pricing Virtual Private Networks - An Economic, Engineering
and Experimental Approach
ZHANGXI LIN: PENG SI OW : DALE O. STAHL | 235 |
| 13. | Knowledge Representation: A Classification with Applications in
Telecommunications and the Web
PRUDENCE T. ZACARIAS KAPAUAN: EUGENIA FERNANDEZ | 261 |
| 14. | Quasi-naturally Occurring Experiments With Electronic Markets and
Digital Products
ANITESH BARUA: RAMNATH K. CHELLAPPA | 293 |
| 15. | Finding the Right Products and Devising Marketing Strategies for E-
Tailing
MELODY KIANG: ROBERT T. CHI: AND KAR YAN TAM | 309 |

16. To Surf Or To Ride 319
BEOMSOO KIM AND BYUNGTAE LEE
17. Organizational And Economic Mechanisms For Buyer-Supplier
Contracts 339
SEUNG KYOON SHIN: R. RAMESH: H. RAGHAV RAO
18. The Intelligent Internal Accounting Control Model Under E-Business
Environment 367
KYEONG SEOK HAN: JAMES H. GERLACH
19. Internet Diffusion In Developing Countries: 389
AMITAVA DUTTA: RAHUL ROY

PART III MULTIDISCIPLINARY BUSINESS MODELLING PROGRESS

20. Advances In Business Problem Solving: Bridging Business And
Computing Disciplines 403
CLYDE W. HOLSAPPLE
21. The Intellectual Contribution Of Professor Andrew B. Whinston To
The Field Of Information Systems In The Past Two Decades 451
HSIANGCHU LAI: YEN-CHING OUYANG: TING-PENG LIANG
22. IT Reference Disciplines - Andy Whinston, A Case Study 467
JAMES R. MARSDEN: DAVID E. PINGRY
- Index* 483