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Maria Manuela Cruz-Cunha

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Electronic business (E-Business) plays a central role in the economy, facilitating the exchange of information, goods, services and payments. E-Business is not exclusive for large enterprises. It propels productivity and competitiveness and is accessible to all enterprises, and sophisticated systems like E-Marketplaces act as business integrators, potentiating business opportunities for both buyers and sellers.

Innovations in SMEs and Conducting E-Business: Technologies, Trends and Solutions discusses the main issues, challenges, opportunities and solutions related to electronic business adoption with a special focus on SME while providing researchers, scholars, professionals with some of the most advanced research developments, solutions and discussions of E-Business challenges, impacts and opportunities under the social, managerial and organizational dimensions.

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