



BOOK REVIEW

Consumer Driven Electronic Transformation

Georgios Doukidis and Adam Vrechopoulos

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Consumer Driven Electronic Transformation, edited by Georgios Doukidis and Adam Vrechopoulos, is subtitled 'Applying New Technologies to Enthuse and Transform the Supply Chain'. The book is a collection of academic papers initially presented to an international Research Symposium held at Athens University in September 2003. The theme of the book centres on the dominant role of Efficient Consumer Response (ECR) practices in the retail industry and the 'need for collaboration between business and research communities for the development of robust theoretical frameworks and intelligent technological solutions towards providing direct managerial implications to the retail industry players'. The papers chosen for publication are clearly themed around the analysis of emerging techniques and technologies for supply chain management and, on the whole, each paper does cover a distinct area of ECR; and there is very little unnecessary, or redundant, overlap of material. The book is separated into four parts. Part one, covering chapters (papers) one to four, discusses emerging techniques and technologies for supply chain management. The papers have a technical, and often numerical, slant. In general, the papers are very well written and would be particularly useful as cases for teaching third-year undergraduate students or Masters students. Part two, covering, papers five to seven, discusses multi-channel retailing, associated relationships, integration and electronic transformation. The paper entitled 'Designing Alternative Store Layouts for Internet Retailing', by Vrechopoulos, was particularly interesting and informative. Another paper that stood out was 'In Search of Viable e-Solutions', by Wikstrom *et al.* Part three, covering five chapters, discussed the future of supply chain collaboration. Part four, the final three chapters (papers), concluded in the niche area of supporting supply chain management with intelligent tagging. These papers contained some excellent descriptions and analysis. This book is definitely recommended to those interested in the tools, techniques and technologies used in retailing in the 21st Century. The book should be recommended to students, practitioners and academics interested in electronic retailing. The book is aimed at Masters students, MBA students, and final-year undergraduate students, taking modules in e-business, retail management and technology, management systems or supply chain management. This is an interesting and well-edited book.