

Preface

With this book, we start to explore challenges and opportunities of Agile Information Business and its managerial implications. We attempt to include different aspects of this research area and explore their insights in this book.

In 1961, G.J. Stigler wrote the following: *“One should hardly have to tell academicians that information is a valuable resource: knowledge is power”* (Stigler 1961). Similarly, Stiglitz (2000) specifies: *“In the field of economics, perhaps the most important break with the past - one that leaves open huge areas for future work - lies in the economics of information”*. Stiglitz (2000) goes further and explores crucial challenges: *“It is now recognized that information is imperfect, obtaining information can be costly, there are important asymmetries of information, and the extent of information asymmetries is affected by actions of firms and individuals”* (Stiglitz 2000). In the (Foley 2013), the author discusses *“popular idea that “economic growth” can continue indefinitely in postindustrial capitalist economies through the shift of labor to “service” sectors, particularly finance and information-based activities,...”*. Other scholars (Shapiro 1999) claim that *“We use the term information very broadly. Essentially, anything that can be digitized - encoded as a stream of bits - is information”*. They also state that *“We focus on the value of information to different consumers. Some information has entertainment value, and some has business value, but regardless of the particular source of value, people are willing to pay for information”*. And, we conclude with a statement from (Evans and Wurster 1997)—*“Every Business is an Information Business”*.

Accordingly, this book involves works considering research outputs on varied perspectives of ‘Information Business’ Management. In particular, the work entitled *“Capturing and Analyzing Information on Fiscal Policy of EU Countries: Viewpoint—Government Expenditure on Education Since 2008”* (Chap. 1), by Holubjaková and Bohdalová, determines and analyses the relation between amount of government expenditure on education and development of the basic macroeconomic indicators of GDP, as well as public debt using EU countries data relating to time of economic and debt crisis.

Further, the chapter authored by Okasa and Bohdalová “Math Analysis of Informational Factors Affecting State Fiscal Policy in Short-term Development Prediction” (Chap. 2), focuses on the usage of mathematical tools, to deal with information processing, within a broader macroeconomic application. The prime objective of the case study is to predict a short-term development of the most important macroeconomic variable, GDP, and to analyse its influence on the state’s fiscal policy.

In the paper “Business Information Consideration for Labour Market Study of the Slovak Republic” (Chap. 3), Kurdyová and Bohdalová observe the main economic indicators of the labour market, such as gross domestic product (GDP), minimal wage, inflation rate and unemployment rate in the selected Central European counties: Czech Republic, Hungary and Slovak Republic. Based on this observation, they analyse the influence of GDP on the number of advertised vacant positions on the Slovak labour market, as well as the relationship between vacancies and unemployment rate. Then, the authors evaluate the results of job offer investigation based on data collected between 2010 and 2013.

Thanh van Do et al., in “Social Financial Benefit Assessment of the Mobile Birth Registration” (Chap. 4), study the usability and the usefulness of mobile technologies, which are, as the authors claim, far beyond personal communication. And, according to authors’ finding, it has been demonstrated by the Mobile Birth Registration (MBR) concept. They go further and realize that in order to remove the hindrances like long distances, time-consuming travels, high costs—MBR makes use of ‘gatekeepers’, i.e. trusted, reliable and community based individuals that carry out birth registration using mobile phones. It is also shown that MBR brings lots of advantages and conveniences to all parties from the children, parents, government, gatekeepers and NGOs. The authors perform a simple social benefit assessment that re-affirms the social value of MBR.

The chapter, “Mobile Banking Services—Business Information Management with Mobile Payments” (Chap. 5), authored by Markoska, Ivanochko and one of the editors, Gregus, covers three aspects of contemporary society: the importance of the tertiary sector of the economy—services in the developed countries, the development of new (mobile) technologies, and the high penetration rate and acceptance of “the device” of the contemporary history—the smart phone. The authors attempt to translate these three aspects into the banking service sector in Austria with a focus on the payments.

In the “Organizational Service Management as an Umbrella for Information Business” (Chap. 6), Hanudelova and Prochazkova explores different aspects of service management and business, and its core part—information business—in relation to the service science. The growth of service sector and its relevance for businesses, as we now live in a service-based economy, results in the need for many organizations to adjust everyday operations that enable them to respond quickly to changing market conditions, and to be more efficient and effective in the application of services. Thus, the main aim of this work is to perform *recherché*, examination, and systematization on the different aspects of service management and business.

Writing this work, the authors combine the study of mostly scientific literature, with their own analytical, proposal, and recommendation capabilities.

Žilinčan, in the “Improving Information Accuracy with SEO for Online Marketing Services” (Chap. 7), deals with a trend in the online marketing named search engine optimization, often shortened to SEO. Quality SEO thus ensures information accuracy for first positions without any financial investments. Some optimization techniques do not change over time, and still form the basis of SEO. However, as the Internet and web design evolve dynamically, new optimization techniques arise and some even die. Accordingly, the author provides a summary of the most important factors and techniques that can help to improve position in search results.

And finally, in the chapter “Sharing Knowledge and Information Through Corporate e-Learning” (Chap. 8), Vančová and Kovačičová claim that implementation of e-learning has an increasing tendency in many companies and countries. And e-learning applications therefore can be used almost anywhere and anytime, in turn being a rich source for sharing knowledge and improving the education level of people in companies. Thus, the authors dedicate this chapter to the three points of view—the view of a company producing LMS, the view of a company using e-learning as a form of education for its employees and last but not least, the view of people, who are using e-learning for education in a company where they work.

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