



METADATA

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Abstract

The unprecedented development of Information and Communication Technologies (ICT) has affected the entire range of enterprise applications and information systems for enterprises. Simultaneously, the business environment is becoming increasingly complex with the functional units that make it up to require a greater range of functionality and greater integration in order to take decisions faster, to manage more efficiently business resources, customers, supply chains, etc. Within this framework, the effective management of organizations requires efficient business information systems that are able to contribute decisively to improving the competitiveness and can support modern management methods and modern business strategies. ERP and CRM systems are already installed and in use

in all major businesses and the current trend is to create smaller versions of these, in order to install them in Small and Medium Enterprises (SMEs). This transition has greatly influenced the development and the architecture of modern ERP systems. Furthermore, the development of internet technologies, mobile devices and mobile applications brings nearer the inner processes and data of a company to its customers, fact that enables the automation of sales, production and supply chain processes. The purpose of this book is to meet the needs of students of business administration who want to become acquainted with modern information technologies and how they apply to undertakings and the needs of IT students who wish to learn how information systems are adopted by enterprises.

