Online Consumer Protection: Theories of Human Relativism

Edited by: Kuanchin Chen, Western Michigan University, USA and Adam Fadlalla, Cleveland State University, USA

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Technology is a double-edged sword that not only brings convenience, but also allows for easier way to collect, explore, and exchange information on or off line. Consumer concerns grow as security breaches and privacy invasions are uncovered ever more frequently, creating the necessity for online consumer protection.

Online Consumer Protection: Theories of Human Relativism presents the academic community with a broad range of international findings in online consumer protection, encapsulating years of expert online privacy research in one comprehensive resource. Designed to offer understanding in the nature of online threats, consumer concerns, and techniques for online privacy protection, this book provides essential and current information for researchers, educators, managers, and practitioners who are affected by the security issues related to consumer interaction with technology.

Excellent addition to your library! Recommend to your acquisitions librarian.

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**About the Editor:**

**Kuanchin Chen** is an associate professor of computer information systems at Western Michigan University. He received his DBA in information system from Cleveland State University and his MS in information systems from University of Colorado. His research interests include electronic business, online privacy & security, issues in online user environment, Internet technologies, and data mining techniques. Dr. Chen serves on the editorial advisory boards of several academic journals and business magazines. He received grants ranging from universities to federal government. He has been promoting online interactivity, privacy, and security through research studies and grants. Dr. Chen’s research has appeared in such journals as *Information & Management, IEEE Transactions on Systems, Man, and Cybernetics, Communications of the Association for Information Systems (AIS), IEEE Transactions on Education*, and the *Journal of Computer Information Systems*. He is the director of web technology of the Informing Science Institute.

**Adam Fadlalla** is a professor of computer and information science at Cleveland State University. He holds an MBA in finance and decision sciences from Miami of Ohio, an MSc in computer science and a PhD in computer information systems from the University of Cincinnati. His current research interests include decision support systems, artificial intelligence applications, knowledge discovery in databases, information systems security and privacy issues, enterprise integration systems, and medical informatics. In addition, Dr. Fadlalla has developed interest in issues of global and cross-cultural information technology as a result of being a Fulbright Fellow twice. His published research covers a broad spectrum of information systems issues.