

Folleto descriptivo del *Handbook of Research on Global Diffusion of Broadband Data Transmission (2008)*

Information Science

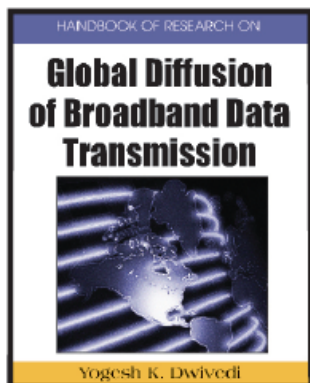
REFERENCE

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Handbook of Research on Global Diffusion of Broadband Data Transmission



Edited by: **Yogesh K. Dwivedi and Anastasia Papazafeiropoulou, Brunel University, UK, and Jyoti Choudrie, University of Swansea, UK**

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"This handbook of research will provide a positive contribution to the area of information systems in general and, more specifically, to the adoption and diffusion of broadband."

-**Yogesh K. Dwivedi, Brunel University, UK**

Subject:

Human, Behavioral, and Social Aspects of Technology; Mobile Computing and Communications Technologies; Computer Networking Technology; Electronic Government; Internet and Web Technologies and Services; Information Security, Privacy, and Ethics

Market:

This comprehensive two-volume reference collection is essential for all academic and research libraries, as well as all those involved in telecommunications and the digital divide. Government and public administration libraries in countries affected by the slow adoption of broadband will also find this reference source valuable.

Large investments have been made by various governments for the deployment of broadband within their respective nations; however, the citizens of such countries have demonstrated a slow adoption of this technology.

The *Handbook of Research on Global Diffusion of Broadband Data Transmission* explores broadband adoption and the digital divide through a global perspective, providing up-to-date research on constructs such as relative advantage, utilitarian outcomes, hedonic outcomes, and service quality. Compiling cutting-edge research from over 100 noted experts in nearly 30 countries, this invaluable reference source allows policy makers, Internet service providers, and others to gain multicultural insight into what factors actively influence consumers' decisions to adopt broadband.



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

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Contributors

Peter Adams, Charles Sturt University, Australia
Antonios Alexiou, University of Patras, Greece
Jussara M. Almeida, Federal University of Minas Gerais (UFMG), Brazil
Virgilio A. F. Almeida, Federal University of Minas Gerais (UFMG), Brazil
Alessandro Arbore, Bocconi University, Italy
Scott Barker, Bridgewater, USA
Christos Bouras, University of Patras, Greece
Tanja Bratan, Brunel University, UK
Chandana Chakraborty, Montclair State University, USA
Shanton Chang, The University of Melbourne, Australia
Malcolm Clarke, Brunel University, UK
Massimo G. Colombo, Politecnico di Milano, Italy
Herbert Daly, Brunel University, UK
Konstantina Deligiorgi, University of Athens, Greece
Nikhilesh Dholakia, University of Rhode Island, USA
Yogesh K. Dwivedi, Swansea University, UK
Isabelle Ellis, Charles Darwin University, Australia
Olivier Epinette, STORM research group, GET-INT, France
Morten Falch, Technical University of Denmark, Denmark
Qiuyan Fan, University of Western Sydney, Australia
Michelle Fandre, University of Colorado at Boulder, USA
Peter Farr, Peter Farr Consultants Australasia Pty Ltd; Australia
Inmaculada Cava Ferreruela, Polytechnic University of Valencia, Spain
Enrico Ferro, Istituto Superiore Mario Boella (ISMB), Italy
Elizabeth Fife, University of Southern California, USA
Bardo Fraunholz, Deakin University, Australia
Hidenori Fuke, Komazawa University, Japan
Joanna Furse, Brunel University, UK
Harvey Gates, University of Colorado at Boulder, USA
Roya Gholami, Aston Business School, UK
J. Ramon Gil-García, New York University at Albany, USA
Sergio Godoy E., Universidad Católica de Chile, Chile
José Luis Gómez-Barroso, Dpto. Economía Aplicada e Hª Económica, Universidad Nacional de Educación a Distancia (UNED), Spain
Claudio Feijó González, Grupo de Tecnologías de la Información y las Comunicaciones (GTIC), Dpto. SSR, E.T.S.I. Telecomunicación Universidad Politécnica de Madrid, Spain
Luca Grilli, Politecnico di Milano, Italy

Pedro H. C. Guerra, Federal University of Minas Gerais (UFMG), Brazil
Natalie Helbig, New York University at Albany, USA
Justin Henley University of Cape Town, South Africa
M. Soledad Herrera P., Universidad Católica de Chile, Chile
Laura Hosman, University of Southern California, USA
Bronwyn Howell, Victoria University of Wellington & New Zealand Institute for the Study of Competition and Regulation, New Zealand
Wei-Min Hu, Peking University, P. R. China
Kenichi Ishii, University of Tsukuba, Japan
Anwarul Islam, Prime Minister's Office, Bangladesh
Dal Yong Jin, Simon Fraser University, Canada
Russell Jones, Chorleywood Health Centre, UK
Peter Kawalek, The University of Manchester, UK
Khalil Khoubati, University of Sindh, Pakistan
Diana Korsakaitė, Communications Regulatory Authority, Lithuania
Nir Kshetri, The University of North Carolina at Greensboro, USA
Banita Lal, University of Bedfordshire, UK
Tomas Lamanaukas, Communications Regulatory Authority, Lithuania
Kate Carney Landow, University of Colorado at Boulder, USA
Sunhwa Lee, University of California, USA
Sang-Yong Tom Lee, Hanyang University, Seoul Korea
Stanford L. Levin, Southern Illinois University Edwardsville, USA
John Lim, National University of Singapore, Singapore
Yu-li Liu, National Chengchi University, Taiwan
Artur Lugmayr, Tampere University of Technology, Finland
Erik Lundmark, Linköping University, Sweden
Wagner Meira Jr., Federal University of Minas Gerais (UFMG), Brazil
John B. Meisel, Southern Illinois University Edwardsville, USA
Christos Michalakelis, University of Athens, Greece
Catherine Middleton, Ryerson University, Canada
Mitchell Morehart, Economic Research Service, USDA, USA
Dave Murray, eNua IT Consultancy, Ireland
Raghu Nambathi, University of Colorado at Boulder, USA
Banani Nandi, AT&T Shannon Laboratories, USA

Humberto T. Marques Neto, Federal University of Minas Gerais (UFMG), Brazil
Kevin O'Reilly, eircorn, Ireland
Oluwasola Oni, Brunel University, UK
Andrea Ordanini, Bocconi University, Italy
Adrina Ortiz, TECNUN - University of Navarra, Spain
K.C. Panda, Sambalpur University, India
John Papagiannopoulos, University of Aegean, Greece
Anastasia Papazafeiropoulou, Brunel University, UK
Ray J. Paul, Brunel University, UK
Francis Pereira, University of Southern California, USA
James E. Prieger, Pepperdine University, USA
Dimitris Primpas, University of Patras, Greece
Challa Radhakumari, Sri Sathya Sai University, India
Boumediene Ramdani, The University of Manchester, UK
Leonardo C. D. Rocha, Federal University of Minas Gerais (UFMG), Brazil
Simon Rogerson, De Montfort University, UK
Arturo Robles Rovalo, Universidad Nacional Autónoma de México and Universidad Politécnica de Madrid UPM, E.T.S.I. Telecomunicación, Spain
John Royle, Reliance Consulting Pty Ltd, Australia
J. Santos, TECNUN - University of Navarra, Spain
J. M. Sarriegi, TECNUN - University of Navarra, Spain
Roger Saunders, Saunders Associates, Australia
Axel Schulz, De Montfort University, UK
Olivier Segard, STORM research group, GET-INT, France
Ninad Shringarpure, University of Colorado at Boulder, USA
Ingjerd Skogseid, Vestlandsforskning (Western Norway Research Institute), Norway
Alex De Smedt, Thomson, Belgium
Aradhana Srivastava, PRIA, India
Bernd Carsten Stahl, De Montfort University, UK
Peter L. Stenberg, Economic Research Service, USDA, USA
Timothy S. Sullivan, Southern Illinois University Edwardsville, USA
Chandana Unnithan, Deakin University, Australia
Dimitris Varoutas, University of Athens, Greece
Alexander Vavoulas, University of Athens, Greece
Cinzia Verga, Politecnico di Milano, Italy
Karianne Vermaas, Utrecht University/Dialogic innovation & interaction, The Netherlands
Pierre Vialle, STORM research group, GET-INT, France
Vishanth Weerakkody, Brunel University, UK
Alf Westelius, Linköping University, Sweden
Lidwien van de Wijngaert, Utrecht University/Dialogic innovation & interaction, The Netherlands
Diana Wilson, Trinity College, Ireland

Topics Covered

- Broadband adoption in rural settings
- Competition in broadband diffusion
- Consumer-user behavior
- Digital divide
- Governmental and cultural factors

- Mainstream broadband adoption
- National policies on broadband deployment
- Security and regulations
- Social, political, and ethical responsibility

- Socio-cultural interpretations
- Telecommunications
- Use and benefits of broadband

About the Editors:

Yogesh Kumar Dwivedi is a lecturer in information systems at the School of Business and Economics, University of Wales Swansea (UK). He obtained his PhD entitled 'Investigating consumer adoption, usage and impact of broadband: UK households' and MSc in information systems from the School of Information Systems, Computing and Mathematics, Brunel University (UK). He also holds a BSc (Biology) from The University of Allahabad (India) and an MSc (Plant Genetic Resources) from the Indian Agricultural Research Institute (Pusa Campus (New Delhi, India)). His primary research interests focus upon the adoption and diffusion of information and communication technologies (ICTs) in organisations and society.

Natasha Papazafeiropoulou is a lecturer in the information systems and computing department at Brunel University (UK). Her PhD is titled: "A stakeholder approach to electronic commerce diffusion", from Brunel University and she holds a first degree in informatics and a MSc in information systems both from the Athens University of Economics and Business (Greece). She teaches information systems management at the postgraduate level. She also supervises researchers in the field of technology adoption by organisations. She has 10 years of research experience on electronic commerce, broadband Internet, enterprise resource planning systems (ERPs) and customer relationship management systems (CRMs).

Jyoti Choudrie is a reader of information systems in the Business School, University of Hertfordshire. She also held the position of senior lecturer in the School of Business and Economics, Swansea University. Prior to that she was a lecturer in the School of Information Systems, Computing and Maths, Brunel University. She obtained her PhD on 'Investigating Reengineering Teams in the Context of Business Process Change' from Brunel University. Her current research encompasses the social aspects of e-government and e-governance, diffusion and adoption of broadband technology, the usability of e-government Web sites, the impacts of the diffusion of broadband technology on electronic government, the social aspects of information systems and information and communications technologies, and electronic commerce.

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