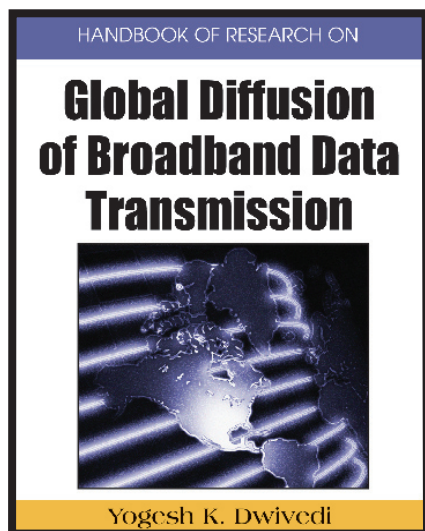


New Release

February 2008

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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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 in 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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