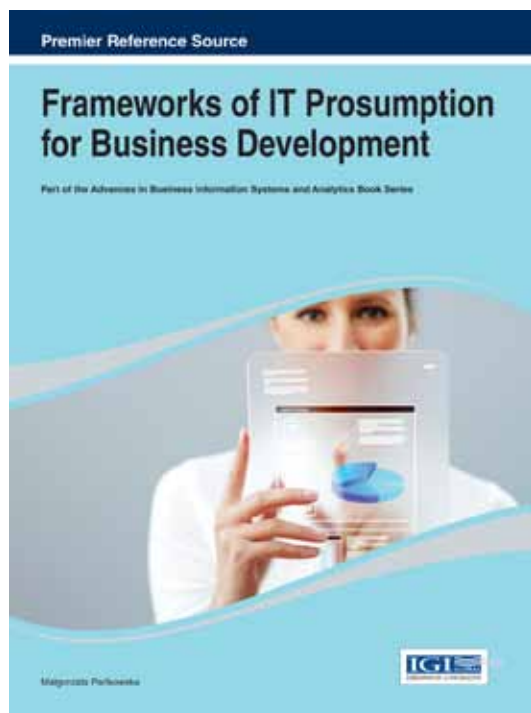


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Frameworks of IT Prosumption for Business Development



Part of the Advances in Business Information Systems and Analytics (ABISA) Book Series

Małgorzata Pańkowska
(University of Economics in Katowice, Poland)

Separation distinction between the roles of the producer and consumer has become blurred with the development of new science and technologies enabling the emergence of the prosumer, or the active consumer. In the IT sector, the role of the end-user has broadened to include innovation and development practices in addition to the traditional consumer activities. As such, businesses must create opportunities for product development and innovation by the consumers.

Frameworks of IT Prosumption for Business Development investigates the latest empirical research on active use of information technology resources, enabling users with new methodologies, tools, and opportunities to impact application development processes. The objective of this reference book is to mobilize end-users to take a more active role in their own IT solutions, which will in turn assist in the development of best practices in IT at all levels.

Topics Covered:

- Customer Involvement
- Decision Support Systems
- Intellectual Property Rights
- IT Governance
- Openness of Information
- User-Centered Development
- User Generated Content
- User Innovation
- Virtual Communities
- Web 2.0 Initiatives

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Małgorzata Pańkowska is an Assistant Professor of the Department of Informatics at University of Economics in Katowice, Poland. She received the qualification in econometrics and statistics from the Karol Adamiecki University of Economics in Katowice in 1981, the Ph.D. degree in 1988 and the Doctor Habilitatus degree in 2009, both from the Karol Adamiecki University of Economics in Katowice. She participated in EU Leonardo da Vinci Programme projects as well as gave lectures within the Socrates Program Teaching Staff Exchange in Braganca, Portugal, Trier, Germany, Brussels, Belgium, in Vilnius, Lithuania, and in Ostrava, Czech Republic. She is a member of ISACA and the Secretary in the Board of the Polish Society for Business Informatics. Her research interests include virtual organization development, ICT project management, IT outsourcing, information governance, corporate architecture and business information systems design and implementation. Personal Webpage: web.ue.katowice.pl/pank

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