Frameworks of IT Prosumption for Business Development

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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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