

An Excellent Addition to Your Library!

Released: October 2010

Adoption, Usage, and Global Impact of Broadband Technologies: Diffusion, Practice and Policy

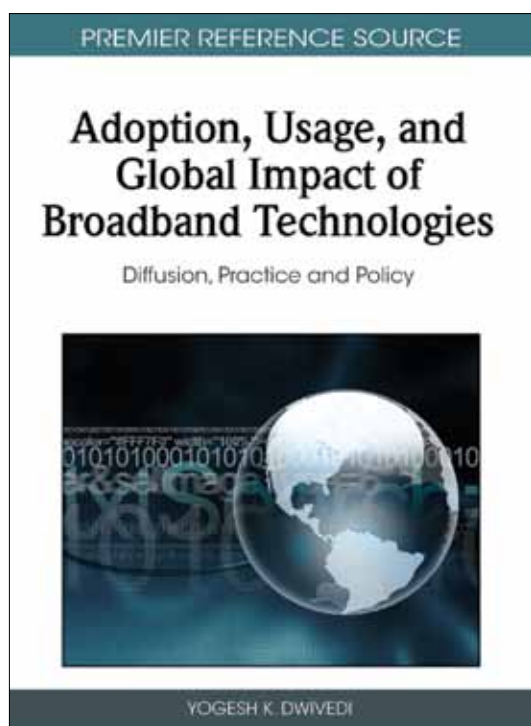
Yogesh K. Dwivedi (Swansea University, UK)

Broadband internet has the potential to profoundly impact science, business and society, while simultaneously transforming almost every aspect of everyday life. Because of broadband's increasingly prominent role and presence, it is both appropriate and timely to understand the deployment and adoption of broadband technologies worldwide.

Adoption, Usage, and Global Impact of Broadband Technologies: Diffusion, Practice and Policy contains a masterful synthesis of literature intended to enhance knowledge of broadband deployment, diffusion, adoption, usage and impact from the global perspective. Including chapters from researchers with varied geographical, educational and cultural backgrounds, this book helps the reader to understand the differences in the adoption of broadband in different countries and examine comparative policy issues at national and international levels.

Topics Covered:

- European Research and Education Networks
- The FCC's National Broadband Plan
- Evolution in Broadband Technology
- Broadband diffusion on VoD and TV markets
- Consumer Usage of Broadband Internet Services
- Social Network Websites as a Marketing Platform
- Information Communication Technology (ICT) for Rural Women's Life
- U.S. Rural-Urban Differences in Broadband Internet Adoption
- Strategies for Broadband Deployment
- Government Policy on Broadband Internet



ISBN: 9781609600112; © 2011; 344 pp.

Print: US \$180.00 | Perpetual: US \$255.00 | Print + Perpetual: US \$360.00

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners and is ideal for classroom use.

Yogesh K. Dwivedi is a lecturer at the School of Business and Economics at Swansea University in the UK. He was awarded his MSc and PhD by Brunel University in the UK, receiving a Highly Commended award for his doctoral work by the European Foundation for Management and Development. His research focuses on the adoption and diffusion of ICT in organisations and in addition to authoring a book and numerous conference papers, has co-authored papers accepted for publication by journals such as *Communications of the ACM*, the *Information Systems Journal*, the *European Journal of Information Systems*, and the *Journal of the Operational Research Society*. He is Senior Editor of *DATABASE for Advances in Information Systems*, Managing Editor of *Journal of Electronic Commerce Research*, Assistant Editor of *Transforming Government: People, Process and Policy* and a member of the editorial board/review board of a number of other journals, and is a member of the Association of Information Systems, IFIP WG8.6 and the Global Institute of Flexible Systems Management, New Delhi.



www.igi-global.com

Publishing Academic Excellence
at the Pace of Technology Since 1988

Section 1: Country Analysis and National Policies

Chapter 1

Still in Pursuit of the Fast Lane:

Beneke Justin Henley (University of Cape Town, South Africa)

Chapter 2

Strategic Interaction under Asymmetric Regulation:

Howell Bronwyn (New Zealand Institute for the Study of Competition and Regulation & Victoria University of Wellington, New Zealand)

Chapter 3

Examining the Influence of Government Policy on Broadband Internet Access:

Fan Qiuyan (University of Western Sydney, Australia)

Chapter 4

The Federal Communication Commission's National Broadband Plan

Meisel John B. (Southern Illinois University Edwardsville, USA)

Navin John C. (Southern Illinois University Edwardsville, USA)

Sullivan Timothy S. (Southern Illinois University Edwardsville, USA)

Chapter 5

Broadband and Structural Separation from the Perspective of Transaction Cost Economics

Fuke Hidenori (Komazawa University, Japan)

Chapter 6

Mobile Phones: Like Any Other ICT?

Tsatsou Panayiota (Swansea University, UK)

Section 2: Cross-Country Analysis and Global Perspectives on Policies and Strategies

Chapter 7

The Effectiveness of Government Policies in Broadband Deployment:

Fife Elizabeth (University of Southern, USA)

Pereira Francis (University of Southern, USA)

Chapter 8

Best Practices and Strategies for Broadband Deployment:

Bouras Christos (University of Patras and Research Academic Computer Technology Institute, Greece)

Gkamas Apostolos (Research Academic Computer Technology Institute, Greece)

Tsiatsos Thrasyvoulos (Aristotle University of Thessaloniki, Greece)

Chapter 9

The European Research and Education Networks:

Mustafee Navonil (Swansea University, UK)

Taylor Simon J E (Brunel University, UK)

Section 3: Impact and Social Consequences of Broadband Diffusion

Chapter 10

Toward Understanding U.S. Rural-Urban Differences in Broadband Internet Adoption and Use

Stenberg Peter (Economic Research Service, USDA1, USA)

Morehart Mitchell (Economic Research Service, USDA, USA)

Chapter 11

Information Communication Technology (ICT) for Rural Women's Life in Bangladeshi Villages

Ashraf Md. Mahfuz (University of Dhaka, Bangladesh)

Grunfeld Helena (Victoria University, Australia)

Afza Syeda Rownak (BRAC University, Bangladesh)

Malik Bushra Tahseen (Brainstorm Bangladesh, Bangladesh)

Chapter 12

The Application of Social Networking as a Marketing Platform to Young Adults:

Beneke Justin Henley (University of Cape Town, South Africa)

Chapter 13

Consumer Usage of Broadband Internet Services:

Hauge Janice A. (University of North Texas, USA)

Jamison Mark A. (University of Florida, USA)

Marcu Mircea I. (University of Florida, USA)

Section 4: Technological Advances and its Impact on Emerging Applications

Chapter 14

Evolution in Broadband Technology and Future of Wireless Broadband

Nandi Banani (AT&T Shannon Laboratories1, USA)

Subramaniam Ganesh K. (AT&T Shannon Laboratories, USA)

Chapter 15

Strategic Moves Related to Broadband Diffusion on the French VoD and TV Market

Daidj Nabyla (Telecom Business School, France)

Vialle Pierre (Telecom Business School, France)

Chapter 16

Media Platform Competition:

Liu Yu-li (National Chengchi University, Taiwan)

Hsu Wen-yi (National Chengchi University, Taiwan)

Order Your Copy Today!

Name: _____

Organization: _____

Address: _____

City, State, Zip: _____

Country: _____

Tel: _____

Fax: _____

E-mail: _____

☐ Enclosed is check payable to IGI Global in
US Dollars, drawn on a US-based bank

☐ Credit Card ☐ Mastercard ☐ Visa ☐ Am. Express

3 or 4 Digit Security Code: _____

Name on Card: _____

Account #: _____

Expiration Date: _____