

Frugal Innovation and Social Transitions in the Digital Era

Part of the Advances in Human and Social Aspects of Technology Book Series

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Description:

Frugal innovation is considered a new source of innovation, mainly to meet the needs of low-income customers. Hence, frugal innovation has primarily been explored emphasizing affordability. The concept of frugal and social innovation is a new idea and requires perspectives from academicians, researchers, and organizations to reach its full potential.

Frugal Innovation and Social Transitions in the Digital Era considers the social value of innovation, frugal innovation, and social innovation in society at local, national, and international levels and calls the attention of scholars and researchers around the globe to focus on the social perspectives and social patterns of human life and society. Covering key topics such as emerging technologies, entrepreneurship, and social change, this reference work is ideal for computer scientists, business owners, managers, policymakers, researchers, scholars, practitioners, instructors, and students.



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