

Librería
Bonilla y Asociados
desde 1950



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This book investigates antecedents and consequences of information technology adoption among small and medium sized enterprises. Following the well publicized 'Internet bubble', the rate of adoption of such technologies - especially of Internet-based solutions - has slowly changed among small firms, leading to a very mixed picture. Whilst a significant number of these small firms are still excluded from such technologies, others show very complex patterns of adoption and implementation. What is the reason for these differences, and do they explain performance heterogeneity among small firms? Andrea Ordanini addresses these questions by formulating various models of information technology adoption and its impact on marketing and procurement processes. The models are then tested on a sample of 700 small organizations. Their results provide various implications for managers and present suggestions for policy makers wishing to improve the effective use of information technologies within small firms. This book will strongly appeal to researchers, academics and students with an interest in business and management, entrepreneurship, technology and innovation.