



The UCLA Anderson Business and Information Technologies (BIT) Project: A Global Study of Business Practice (2012)

Vandana Mangal

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This is the third of a series of research volume of papers from the Business and Information Technologies global research network. The group includes 20 partners from 16 countries, who conduct studies on the impact of new information and communication technologies on business practice, industry structure, and economic change. The book presents a unique longitudinal and cross-sectional view of technology adoption and business practice across a diverse set of countries and economies. It appears that there are some commonalities with respect to patterns of technology adoption , but also significant differences across countries. Furthermore, innovative practices can arise in every country, and have the potential to be applied in other countries. The identical survey carried out in different countries enables benchmarking and accurate comparisons across those markets. It is also extremely broad in its coverage of business practice in terms of functions and performance.

Readership: Graduate students and researchers in innovation/technology/knowledge/information management and organizational behavior; Senior managers and executives for understanding and making decisions related to business and technology issues in the global economy.

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