

1. Record Nr.	UNINA9910151859103321
Autore	Phippen Andy
Titolo	The Impact of Fibre Connectivity on SMEs : Benefits and Business Opportunities // by Andy Phippen, Hazel Laco��e
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2017
ISBN	3-319-47554-1
Edizione	[1st ed. 2017.]
Descrizione fisica	1 online resource (IX, 148 p.)
Disciplina	658.4038
Soggetti	Management information systems Business IT Infrastructure Software Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Chapter 1 Introduction -- Chapter 2 Defining the Research Context -- Chapter 3 Moving Up the Information Superhighway -- Chapter 4 Early impact – Take Up and the Virtuous Circle of Connectivity -- Chapter 5 Always wanting more -- Chapter 6 Conclusions, Recommendations and the Future.
Sommario/riassunto	Drawing on research conducted over the last 3 years in Cornwall, UK, this new book explores the impact of the EU/BT funded introduction of fibre broadband on rural SMEs. Including a qualitative methodology and in depth focus groups with over 200 companies, The Impact of Fibre Connectivity on SMEs provides a detailed, in depth, analysis to challenge conventionally held beliefs in the value of subsidy and policy pressure in the deployment of such projects. With focus on regional development in the UK as well as exploration of the wider EU context, the book presents a genuine insight into the technology adoption and technology provision. Andy Phippen is Professor of Social Responsibility in IT at Plymouth Business School, Plymouth University, UK. He has conducted empirical research into the relationship between technology and public engagement for over 15 years, including work into public trust in online systems, young people and privacy, and the impact of technologies in rural locations. Hazel Laco��e undertakes qualitative research on behalf of BT TSO within the People and

Behaviours Research team. She joined BT in 1998 and is responsible for providing insight regarding the commercial, socio-economic and customer impact of ICT applications and systems. Hazel obtained an ESRC funded PhD in Psychology from the University of Bristol in 1996 and her current work concerns the impact of NGA for Businesses and Consumer. .
