

1. Record Nr.	UNINA9910544852103321
Autore	Lynn Theo
Titolo	Digital Towns : Accelerating and Measuring the Digital Transformation of Rural Societies and Economies // by Theo Lynn, Pierangelo Rosati, Edel Conway, Declan Curran, Grace Fox, Colm O'Gorman
Pubbl/distr/stampa	2022 Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2022
ISBN	9783030912475 3030912477
Edizione	[1st ed. 2022.]
Descrizione fisica	1 online resource (230 pages) : illustrations (black and white)
Classificazione	BUS042000BUS083000
Altri autori (Persone)	RosatiPierangelo ConwayEdel CurranDeclan FoxGrace O'GormanColm
Disciplina	307.1412
Soggetti	Technological innovations Business information services Innovation and Technology Management IT in Business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Chapter 1 - Defining and rationalising digital towns -- Chapter 2 - Measuring digital readiness -- Chapter 3 - Connectivity -- Chapter 4 - Digital Citizen -- Chapter 5 - Digital Education -- Chapter 6 - Digital Civil Society -- Chapter 7 - Digital Business -- Chapter 8 - Digital Public Services -- Chapter 9 - Digital Tourism -- Chapter 10 - Horizontal Integration -- Chapter 11 - Bringing it all together: An Integrated Measurement Framework and Workflow for Digital Towns.
Sommario/riassunto	This open access book explores the digital transformation of small and rural towns, in particular, how to measure the evolution and development of digital towns. In addition to access to resources, competition from urban and global markets, and population trends, rural communities present lesser access and use of digital technologies

and have lower digital competencies and skills than their urban counterparts. Consequently, they experience less beneficial outcomes from increased digitalisation than urban areas. This book defines what a digital town is and explores digitalisation from the perspective of the four basic economic sectors in towns - individuals and households, businesses, the public sector, and civil society - and three types of enabling infrastructure - digital connectivity, education, and governance. Particular attention is paid to how digitalisation efforts are measured by intergovernmental and international organisations for each sector and enabling infrastructure. The book concludes with a Digital Town Readiness Framework that offers local communities, policymakers, and scholars an initial set of indicators upon which to develop digital town initiatives, and measure progress. For those ready to embrace the opportunity, this book is a pathfinder on the road to a more equitable and impactful digital society and digital economy. Theo Lynn is Full Professor of Digital Business at DCU Business School, Ireland. Pierangelo Rosati is Assistant Professor in Business Analytics at DCU Business School, Ireland. Edel Conway is Full Professor in HRM and Organisational Psychology and Director of Doctoral Studies at DCU Business School, Ireland. Declan Curran is Associate Professor of Economics at DCU Business School, Ireland. Grace Fox is a post-doctoral researcher attached to the Irish Institute of Digital Business. Colm O'Gorman is Interim Dean and Full Professor of Entrepreneurship at DCU Business School, Ireland.
