Management of Broadband Technology Innovation

(under contract with Routledge for publication in 2013)
Jyoti Choudrie and Catherine Middleton, editors

Broadband network connectivity is becoming an essential service. Individuals use broadband to connect to friends and family, to access services (e.g., healthcare, education), make purchases, and look up information and for entertainment. Governments are increasingly turning to broadband networks as a means of providing services to their constituents, while businesses rely on broadband to connect with suppliers and customers. It is widely understood that the deployment and effective use of broadband networks can result in social and economic benefits, and for this reason, governments are encouraging the development of 'next generation' (very high speed) broadband networks.

Despite the apparent consensus that investment in broadband networks, coupled with network adoption, does result in positive outcomes there is a paucity of research that explores the ways that benefits are actually realised. This book will discuss barriers to broadband adoption and consider the nature of demand for next generation broadband connectivity among various user groups. It will critically explore claims of the benefits of broadband deployment, providing examples of successful and unsuccessful applications and services. The book will then examine the policy environments in which broadband networks are developed, and discuss strategies for network deployment.

This book is a cutting edge research book written for researchers, students, academics and policy makers. The authors will draw from their expertise in Information Systems, Management, Strategy, and Communications Policy to provide insights into the value of broadband connectivity. In the midst of a transition to next generation broadband, this book aims to provide valuable insights on the deployment, adoption and usage of broadband services, regardless of the specific technologies used to provide services to users.

We are seeking conceptual, case study or empirical contributions on the following topics.
Part 1: Basics of Broadband
- Descriptions of broadband networks, including discussion of the capabilities and limitations of various technologies: DSL, cable, fixed wireless, satellite, fibre to the home, mobile broadband

Part 2: Broadband Access and Adoption
- Theories of Broadband Adoption
- Profiles of Broadband Adopters and Non-Adopters in Developed Countries. Examples include disadvantaged groups, older individuals and the younger generation
- Profiles of Broadband Adopters and Non-Adopters in Developing Countries
- Small and Medium Sized enterprise adoption of broadband
- Measuring Broadband Adoption and Use

Part 3: Uses of Broadband
Discussion of broadband applications and services providing value to individuals, organisations and society
- Conceptual/theoretical frameworks to assess the value of broadband connectivity and use
- Broadband for e-government
- Broadband for e-democracy
- Broadband for e-health
- Broadband for e-entertainment
- Broadband for e-learning
- Broadband for e-business
- Broadband for social cohesion

Suggested framework for chapters on specific applications/services:
- General description of the service/application
- Explanation of why it requires broadband connectivity/how it makes use of broadband
- Role of mobile broadband? Potential for mobile service delivery?
- Anticipated benefits to be delivered by using broadband for this service
- Success stories
- Failures/problems in generating positive outcomes, negative aspects of this particular use of broadband
- Implications of the use of broadband in this context for end users/consumers/citizens; service providers; policy makers

Part 4: Broadband Policy and Strategies for Network Deployment
- Business models and policies for deploying next generation broadband networks
- International approaches to developing next generation broadband infrastructure (developed countries perspectives)
- The development of broadband networks in developing countries
- The role and future of mobile broadband connectivity

We are inviting proposals for contributions to this book, in the form of chapters no longer than 7000 words.

Author Information: Important Dates and Details

Authors: Please prepare a chapter containing 6000 to 7000 words maximum. This total number includes your references and a biography of 150 words from each author.

To ensure that your idea is aligned with the book, please feel free to submit a proposal of approx. 1000 words specifying the idea and outline of the chapter. Your proposal can be sent to both editors:**jyotichoudrie@gmail.com; catherine.middleton@ryerson.ca.**

Due date for chapters from authors: April 15, 2012. Authors will prepare chapter/s taking into account the word limits.

July 1, 2012. Reviews and recommendations will be sent back to the authors.

September 15, 2012. Following editors' recommendations, revised chapters will be due from authors.

October 15, 2012. Editors' comments will be sent back to the authors with final template in preparation for monograph.

November 15, 2012. Copy ready version of chapters due from authors

December 15, 2012. Final proofs returned to authors.

December 16, 2012 until January 9, 2013. Authors will send completed chapters following recommendations from editorial team.

January 10 until February 22, 2013. Editorial team will compile book.

March 1, 2013. Complete version of the book will be submitted to the publishers.