



## Quenching the Thirst for Innovation : Modeling the Diffusion of Mobile Technologies

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SPS Aug 2015, 2015. Taschenbuch. Condition: Neu. This item is printed on demand - Print on Demand Neuware - Evidence shows that information and communication technologies (ICT), especially mobile telecommunications services, can lead to sustained economic growth and human development. Mobile technologies are increasingly used as a transformational tool to foster economic growth, accelerate knowledge transfer, develop local capacities, raise productivity, and alleviate poverty in a variety of sectors. In that respect, in the last decade, ICT development has become a key strategic area for policy engagement in emerging economies. To support policy-makers and marketing practitioners in designing optimal telecommunications sector development strategies, an increasing research focus is now being placed on the success factors and impediments to implementing ICT solutions in the developing world. As a contribution to this field of research, this study aims at (i) identifying the economic and socio-cultural determinants affecting the capacity of developing countries to adopt new technologies and innovations, and at (ii) defining relevant policy principles likely to foster the diffusion of ICT solutions in emerging economies that are characterized by strong income inequality. 188 pp. Englisch.



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