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

Vandana Mangal, Uday Karmarkar

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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 commonalties 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.

Contents:

- *BIT Survey Reports:*
  - Global Trends for Technology Adoption — Results of the BIT Survey across Ten Countries *(Vandana Mangal and Uday S Karmarkar)*
  - A Survey on Business and Information Technology in Taiwan Annual Report 2010 *(Ya-Ching Lee and Ting-Peng Liang)*
  - The Business and Information Technologies Project: The New Zealand Perspective *(Margo Buchanan-Oliver and Ananth Srinivasan)*
  - A Survey on the Level of Utilization in Using Information Technology by Malaysia's Small and Medium Enterprises *(Sulaiman Ainin, Tengku Mohamed Faziharudean, Shamsul Bahri and Noor Akma Salleh)*
  - Information Technology and Business Practices in Germany: Results from the 2011 Bit Survey *(Till J Winkler, Christoph Goebel, Francis Bidault and Oliver Günther)*
- *Related Studies:*
  - US Trade in Information-Intensive Services *(Uday M Apte and Hiranya K Nath)*
  - A Framework for Servitization of Manufacturing Companies *(Jihee Ryu, Hosun Rhim, Kwangtae Park and Hong-Il Kim)*
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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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