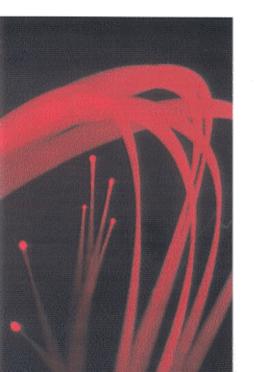
## Social and Economic Transformation in the Digital Era



Georgios Doukidis, Nikolaos Mylonopoulos and Nancy Pouloudi

## Social and Economic Transformation in the Digital Era

## **Table of Contents**

Preface vii
Georgios Doukidis, Athens University of Economics and Business,
Greece
Nikolaos Mylonopoulos, ALBA (Athens Laboratory of Business Administration), Greece
Nancy Pouloudi, Athens University of Economics and Business, Greece
SECTION I: SOCIAL CONTEXT AND PUBLIC POLICY
Chapter I
Why the Digital Era? 1
Jill Shepherd, University of Strathclyde, United Kingdom and Simon Fraser University, Canada
Chapter II
e-Policy: The Impact and Political Economy of the Digital Revolution 19
George Papaconstantinou, Athens University of Economics and Business, Greece
Chapter III
Aspects of Social Responsibility in the Information Society
Simon Rogerson, De Montfort University, United Kingdom

The Digital Divide Challenge: How Stakeholder Analysis Can Be Used to Formulate
Effective IT Diffusion Policies
Anastasia Papazafeiropoulou, Brunel University, United Kingdom Athanasia (Nancy) Pouloudi, Athens University of Economics and Business, Greece
ChapterV
$B2B\ E-Commerce\ Diffusion:\ The\ Efficacy\ of\ Institutional\ Discourse\56$
Kim Viborg Andersen, Copenhagen Business School, Denmark
Helle Zinner Henriksen, Copenhagen Business School, Denmark
SECTION II: TRUST AND REGULATION
ChapterVI
Trust in the Digital Era77
Joe Nandhakumar, University of Bath, United Kingdom
Niki Panteli, University of Bath, United Kingdom
Philip Powell, University of Bath, United Kingdom
Richard Vidgen, University of Bath, Untied Kingdom
Chapter VII
Building Trust Online: The Design of Robust Reputation Reporting Mechanisms for
Online Trading Communities
ChapterVIII
Policy-Driven Signing Frameworks in Open Electronic Transactions
Chapter IX
Internet Jurisdiction: The International Perspective
ChapterX
Socially  Desirable  Development  of  M-Commerce:  The  Role  of  Regulation   144
Jukka Heikkilä, University of Jyväskylä, Finland
Juha Laine, Helsinki University of Technology, Finland
Section III: Analyzing Innovative Business Models
Chapter XI
Business Model Innovation in the Digital Economy
Chung-Shing Lee, Pacific Lutheran University, USA
Nicholas S. Vonortas, George Washington University, USA

Chapter	rXII
Toward	d a Profitable ISP Business in a Competitive Environment 182
1	oanna D. Constantiou, Athens University of Economics and Business,
	Greece
j	lörn Altmann, University of California at Berkeley, USA
	2-11-11-11-11-11-11-11-11-11-11-11-11-11
Chapte	rXIII
Market	t Entry Potential and Social-Economic Implications of Internet-Based TV 201
	Claudia Loebbecke, University of Cologne, Germany
	Marcia Falkenberg, University of Cologne, Germany
-	in a sum of the sum of
	Section IV: Organizing and Managing Knowledge Work
Chapte	»VIV
-	rk Topology of the New Economy: Organizational Passages from Knowledge to
Innovat	
	Panagiotis Damaskopoulos, INSEAD, France
•	anagiona Dumanioponios, middit, minet
Chapte	erXV .
Networ	rked Business Organizations: An Actionable Research Framework 235
	Athanasios Nikas, Athens University of Economics and Business,
	Greece
,	Angeliki Poulymenakou, Athens University of Economics and
•	Business, Greece
Chapte	rXVI
_	Flexibility in the Information Society: Is There a Balance Between Skills
	vement and Use of External Employment?256
	Irini Voudouri, Athens University of Economics and Business,
•	Greece
	Oreece
Chapte	rXVII
	ng Supported Decision-Making: ICTs as Feedback Systems
	Elena P. Antonacopoulou, University of Manchester,
	United Kingdom
•	K. Nadia Papamichail, University of Manchester, United Kingdom
Chapte	rXVIII
	aging Knowledge Assets in Firms of the Digital Era289
	Gregoris Mentzas, National Technical University of Athens, Greece
	Dimitris Apostolou, Planet Ernst & Young, Greece
4	
About	the Editors and Authors 312
Index	322