Foreword

Convergence is a word that we have heard for close to a decade now. Some would say more than that. Technology did not always keep pace with the flight of ideas on this theme. Typically, industry has many players competing against each other. One result of this situation is that standards are often not uniform or compatible with one another. A famous case is that of Sony versus “the others” in the fight over videocassette player standards Betamax and VHS. These get sorted out over time, usually, and there is discernible progress in which the consumer can fully participate.

It appears that the time has come for convergence to come out of the conceptual domain into a more real domain. We do have several examples. Entertainment, media, communication, music, data, voice, etc. seem to be happily merged across various devices in easier-to-use forms and affordable prices.

This makes it timely that a volume such as the current one should look at the state-of-the-art in computing, convergence, and legal issues therein, and assess the situation from an interdisciplinary perspective. Business convergence has seen a battle for patents, the latest one being fought by Apple against Samsung. However, that was not the first. There have been several involving other technology companies such as Microsoft, Google, and others. These make it clear that the legal framework may be struggling to cope with new definitions of technology, patents, and software, including packages and service innovations.

What this book seeks to do is to gather some interesting papers from renowned researchers across the world. The reader should have a diverse array of ideas to stimulate his thinking and give him insights into the shape of things to come. It is indeed a creditable attempt to see that professors from IMT have taken this initiative, and I wish them the best in terms of a positive reader response.

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2008, is titled International Marketing. His fourth (co-authored with Bhagyalaksmi Venkatesh) on Brand Management will be published by McGraw-Hill in 2012. After his marketing specialisation at IIM Bangalore, Dr. Nargundkar worked in advertising and marketing research companies before leaving to get a Ph.D. at Clemson University, USA. His bachelor’s degree is in Electrical Engineering from Osmania University. He has published his work in journals, which include the prestigious Academy of Management Journal, USA, and Journal of Global Marketing, USA. His current research areas are services marketing, world-class marketing, and world-class governance. Pothi.com has published his autobiography titled “My Experiments with Half-Truths,” available online. He is a keen golfer and blogger.