

Foreword

Recent studies stress the crucial role of broadband diffusion to enhance economic growth and performance. Therefore, the analysis of the factors shaping its adoption, diffusion and impact becomes a matter of special importance. In spite of the steady growth in broadband diffusion, many countries are still in the early stages of broadband deployment and are assessing policies to promote faster adoption. As rates of broadband access continue to rise across nations, understanding the principal causes of such diffusion is an important yet under-analyzed topic.

Broadband connectivity is considered a significant driver in exploiting the full potential of electronic commerce within an information economy, which in turn is resulting in significant gains of international competitiveness at a national level. Therefore, encouraging businesses and homeowners to adopt broadband connectivity and thereby increasing penetration rates have been a prime policy-issue in many countries (Dwivedi and Irani, 2009).

An interesting yet currently unanswered empirical question is, What is the underlying cause of this diffusion? If the increase stems from higher levels of infrastructure developing across the nation, policies to further expand such infrastructure may find additional public support. Alternatively, shifting returns to household characteristics such as education, income, or rural status through the normal process of innovation diffusion may be the dominant source of the increase (Whitacre, 2008). If this premise is correct, policies to increase future rates of access may focus less on promoting infrastructure, and instead, center on educating individuals with low propensities for adoption about the benefits of broadband access (Whitacre, 2008).

This book provides exhaustive coverage on a particular research issue that will provide a positive contribution to adoption, diffusion, and impact of broadband from a global perspective. The aim of this book is to provide an understanding of various factors and policies affecting the adoption of broadband. It also aims to understand the usage of broadband and its impact upon consumers. The book is likely to contribute towards theory, practice and Policy.

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