

Books - Information Technology Convergence, Innovation Management and Firm Performance

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Information Technology Convergence, Innovation Management and Firm Performance (Paperback)

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This was a Strategic Management research study of the Technological-Innovation differences involving Corporate Leaders and Information Technology Managers in high tech clusters in the cross-border region (San Diego, CA., U.S.A. - Baja California, Mexico). This was also a study of the relationships among Environmental turbulence associated with Information Technology issues, innovative service delivery strategies implemented through Strategic Aggressiveness, required responsive-ness of organizational capability, and Performance on Information Technology Convergence issues. A descriptive-correlational design was conducted. Data were gathered through surveys mailed and hand-delivered to corporate leaders and Information Technology managers of small and medium-size enterprises in the cross-border region.

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