



## Actor-centric Innovation: A New Paradigm in Technological Adoption (Paperback)

By Amir Bakhshaie

VDM Verlag, 2009. Paperback. Condition: New. Language: English . Brand New Book. In this book I will examine technology adoption by analyzing how different organizations come to interpret a technology as a specific kind of innovation based on a certain set of criteria. The kind of innovation an organization interprets a technology to be affects how quickly the organization will adopt that technology. To analyze how organizations come to interpret technologies as a specific kind of innovation I will construct a model. I will test this model by applying it to this generation of video consoles that include: Nintendo?s Wii, Microsoft?s Xbox 360, and Sony?s Playstation 3. I will utilize the Actor-Network Theory from Science and Technology Studies as the framework to combined theories regarding technology adoption from other disciplines such as business management. This new model of technology adoption will be able to address the individual weakness of each theory that I use, and at the same time build on the strengths of the Actor-Network Theory. I will conclude my book by testing my new model using an event study from econometrics. The event study will allow me to gauge if the kind of innovation a technology is interpreted...



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