

Preface

The recursive interaction between Information and Communication Technology (ICT) and behaviour in organizational contexts is widely recognized. However, the digital revolution is breaking traditional levels of analysis (i.e. individuals, organizations, and society) and blurring internal and external organizational environment boundaries. This book contains a collection of research papers focusing on the interaction between ICT and behaviour with a threefold perspective. First, analysing individual behaviour in terms of specific organizational practices (e.g. learning, collaboration, knowledge transfer) or use of ICT within organizations. Second, exploring dynamics occurring at the border between the internal and the external environments by analysing the organizational impact of ICT usage outside the company (e.g. employer branding, consumer behaviour, organizational image). Third, investigating the adoption of ICT in order to face societal challenges outside the company (e.g. waste and pollution, smart cities, e-government). The plurality of views offered makes this book particularly relevant for users, companies, scientists and governments. The content of the book is mainly based on a selection of the best papers (original double-blind peer-reviewed contributions) presented at the annual conference of the Italian chapter of AIS which took place in Rome, Italy, in October 2015 but also at other reputable international peer-refereed information systems conferences.

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