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A NEW PERSPECTIVE TO ANALYZE ORGANIZATIONAL STRATEGIES IN BUSINESS CONVERGENCE

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Abstract

Convergence in information and communication technologies has great socio-economic impact not only on the industries involved but also on consumers and the entire global economy. Companies accustomed to practicing their business activities in discrete industries – computer, internet, telephony, wireless, television broadcasting – are confronting transformed environments with new competitors from other industries. Organizations need to drastically change their strategies in order to survive, and researchers need to develop new frameworks to analyze these changes. This paper proposes a novel perspective that integrates analysis of different industries and focuses on understanding the context of organizations in their discrete industries in order to understand their strategies in the phenomenon of convergence. The concept of “thick description,” introduced by anthropologist Clifford Geertz, will be adopted to analyze and understand the importance of organizational context. One of the major contributions of this research is to offer a breakthrough perspective with which to study the complex phenomenon of business convergence in information and communication technologies.

Keywords: Business convergence, information and communications technologies, organizational strategies, thick description