



Innovation And Diffusion Of Software Technology: Mapping Strategies

Arch G. Woodside, Hugh Pattinson

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This book examines B2B decision making processes for software application development. To learn what really happens and why it happens, this study provides a multi-level hermeneutic system starting with written accounts of decision-making associated with development and delivery of new software applications these accounts are then revisited through multiple rounds of researcher and informant interpretations. The framework and supporting analysis is applied to six application software case studies that created new Internet-based software applications which were either disruptive or supporting disruptive innovations. The findings from six case studies suggest that the hermeneutic research framework proposals provide a strong systematic platform to analyse and interpret decision-making with deep prospective, introspective, retrospective, and with imaginatively unbounded current and future perspectives.

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