

# **Lecture Notes in Information Systems and Organisation**

Volume 27

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Alessandra Lazazzara · Raoul C. D. Nacamulli  
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Editors

# Organizing for Digital Innovation

At the Interface Between Social Media,  
Human Behavior and Inclusion

 Springer

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ISSN 2195-4968                      ISSN 2195-4976 (electronic)  
Lecture Notes in Information Systems and Organisation  
ISBN 978-3-319-90499-3              ISBN 978-3-319-90500-6 (eBook)  
<https://doi.org/10.1007/978-3-319-90500-6>

Library of Congress Control Number: 2018945087

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Printed on acid-free paper

This Springer imprint is published by the registered company Springer International Publishing AG part of Springer Nature  
The registered company address is: Gewerbestrasse 11, 6330 Cham, Switzerland

# Preface

This book presents a collection of research papers exploring the human side of digital innovation management, with a specific focus on what people say and share on social media, how they respond to the introduction of specific IT tools, and how digital innovations are impacting sustainability and inclusion. Given the plurality of views that it offers, the book is particularly relevant for digital technology users, companies, scientists, and governments. The overall spread of digital and technological advances is enhanced or hampered by people’s skills, behaviors, and attitudes. The challenge of balancing the digital dimension with humans situated in specific contexts, relations, and networks has sparked a growing interest in how people use and respond to digital innovations. The content of the book is based on a selection of the best papers—original double-blind peer-reviewed contributions—presented at the annual conference of the Italian chapter of the AIS, which was held in Milan, Italy, in October 2017.

Milan, Italy  
May 2018

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