

'NEW ECONOMY' RESEARCH PROJECT

Researchers: Matthias Klaes
Senior Research Fellow, SCEME
Professor of Commerce, Keele University

Dr Thea Hinde
Research Associate, SCEME
Management Consultant, London

What has been variously labelled the 'new economy' or 'electronic commerce' has transformed the way we see business and markets more generally operating. Whereas before, one likes to think that we were living in an 'off-line' economy, the electronic revolution as it has been perceived changed all that virtually over night.

The aim of this project is to offer critical appraisal of the way information and communication technologies interact with market exchange and business operation, based on historically informed socio-economic perspectives on innovation and technical change.

On the one hand, research will place current technological advances and their economic implications into the wider context of the role of communication, ambiguity and uncertainty in the shaping of market transactions and organisational governance. On the other hand, increasingly 'virtual' sectors in the global economy call for the incorporation of new approaches into the traditional toolbox of economic analysis, drawing from narrative and ethnographic perspectives.