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GRIN Publishing Mai 2015, 2015. Taschenbuch. Condition: Neu. Neuware - Master's Thesis from the year 2011 in the subject Women Studies / Gender Studies, grade: Excellent (A) (Sehr gut), Vienna University of Technology (Institut für Managementwissenschaften), course: Master of Business Administration - Entrepreneurship & Innovation, language: English, abstract: In the era of user-centered design several scholars have started to take a closer look at gender as one of the decisive factors for successful innovation. While technology, and specifically information technology...

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- Authored by Henrike Paetz
- Released at 2015



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