

Cyberconnecting: The Three Lenses of Diversity

Priya E. Abraham



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The ability of organisations to cyberconnect is becoming increasingly important for superior performance. Cyberconnecting: The Three Lenses of Diversity by Dr Priya E. Abraham explains how to establish connections across technological, cultural and social boundaries, mirrored in organisations succeeding in todayâ€[™]s hybrid business world. Some companies create and innovate technology; others use and adopt it; but in the cyberage, both must closely interconnect tech with human behaviour. Face-to-face and cyberinteractions are at the heart of effective work-based relationships, which in turn increase organisational performance. To build these effective business relations, organisations must foster the discovery muscle curiosity combined with skills - in individuals. Priva E. Abraham shows how seemingly opposing domains (technology, business anthropology and diversity) best leverage interactions for the benefit of organisation development, using findings from practitioner-focused research conducted when leading complex crossboundary projects in the telecommunications and mobile learning industries. Tools from business anthropology help uncover peopleâ€TMs diverse needs and expectations in a cyberconnected world. Identity portfolios need reflection in development solutions of face-to-face and mobile applications. Solutions uncovered by qualitative research methods help close the gap between human behaviour and tech to engage internal and external stakeholders. The book presents a much-needed strategic framework required for cyberconnecting: 'The Three Lenses of Diversity', designed to organise thinking in the navigation of technological, cultural, and social boundaries.

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