INTERNATIONAL JOURNAL OF INNOVATION IN THE DIGITAL ECONOMY

July-September 2013, Vol. 4, No. 3

Table of Contents

RESEARCH ARTICLES

1 Impact and Interaction of Determinants on Innovation as a Competence: An Empirical Study

Pradeep Waychal, Department of Information Technology, College of Engineering, Pune, Maharashtra, India

R.P. Mohanty, Shiksha'O'Anusandhan University, Bhubaneswar, Odisha, India

15 Concepts and Tools for Marketing Intelligence Development

Thabet Slimani, Department of Information Technology, Taif University, Taif, Saudi Arabia & LARODEC Labo, Higher Institute of Management of Tunis (ISG Tunis), Le Bardo, Tunisia

- 35 Marketing vs. Games in Secondary School: Is it Secondary School?

 Krunoslav Bedi, School of Civil Engineering, Art and Craft Čakovec, Čakovec, Croatia

 Nikolina Žajdela Hrustek, Department of Organization and Informatics Varaždin, University
 of Zagreb, Varaždin, Croatia
- 51 Exploring Behaviors and Perceptions Affecting the Adoption of Cloud Computing Vanessa Ratten, Department of Business and Law, Deakin University, Burwood, VIC, Australia

Copyright

The International Journal of Innovation in the Digital Economy (IJIDE) (ISSN 1947-8305; eISSN1947-8313), Copyright © 2013 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without witten permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not neccessarily of IGI Global

The International Journal of Innovation in the Digital Economy is currently listed or indexed in: Bacon's Media Directory; Cabell's Directories; DBLP; Google Scholar; JournalTOCs; INSPEC; Library & Information Science Abstracts (LISA); MediaFinder; Public Affairs Information Service (PAIS International); The Standard Periodical Directory; Ulrich's Periodicals Directory