Companies & Teleconferencing Tools: An Impact Study

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Abstract: The project Teleconferencing, part of the EC’s ADAPT2 initiative, aims to study the potential of network technology, especially teleconferencing tools, in response to the need for intra-company and cross-company collaboration. The project was run by IMA-CNR, who drew up the project guidelines in partnership with eight companies representing a cross-section of the local economy in Liguria, a region in north-west Italy. Liguria has been seriously hit by the general decline in industry; the reduction in heavy industry in particular has brought serious consequences, including high unemployment, demographic decline and ageing of the population. The socio-economic transformation underway calls for considerable flexibility, the capacity to exploit innovation and the fostering of exchanges and co-operation in order to open up new opportunities. Within this framework, we carried out a survey to gauge companies’ attitudes towards teleconferencing tools so that methodologies could be devised to exploit the potential for growth SMEs.