Glossary

AT&T Inc.: It is the largest provider of local, long distance telephone services in the United States (US), and also serves digital subscriber line Internet access. AT&T is the second largest provider of wireless service in the United States, with over 77 million wireless customers, and more than 150 million total customers.

Bandwidth: The speed at which Internet operates.

Body shopping: Body shopping is the practice of consultancy firms recruiting information technology workers in order to contract their services out on short-term basis. Regarded as legitimate consultancy by both the companies that practice it and by the people employed, body shopping is disparaged by those IT services companies in India that assert that they provide real services (such as software development) rather than the "sham" of merely farming out professionals to overseas companies. Body shopping in IT originated during 1996-1999 where there was huge demand for People with Mainframe, COBOL and related technological skills to prevent systems being affected by the Y2K bug.

BPO: Business process outsourcing (BPO) is a form of outsourcing that involves the contracting of the operations and responsibilities of a specific business functions (or processes) to a third-party service provider. Originally, this was associated with manufacturing firms, such as Coca Cola that outsourced large segments of its supply chain. In the contemporary context, it is primarily used to refer to the outsourcing of services. BPO is typically categorized into back office outsourcing - which includes internal business functions such as human resources or finance and accounting, and front office outsourcing - which includes customer-related services such as contact center services. BPO that is contracted outside a company’s country is called offshore outsourcing. BPO that is contracted to a company’s neighbouring (or nearby) country is called ‘near-shore outsourcing’. Given the proximity of BPO to the information technology industry, it is also categorized as an information technology enabled service or ITES.

Call Centre: A call centre is a centralised office used for the purpose of receiving and transmitting a large volume of requests by telephone. A call centre is operated by a company to administer incoming product support or information inquiries from consumers.

Contact Centre: In a call centre, the collective handling of letters, faxes, live chat and e-mails at one location is known as a contact centre.

Cyberpreneurs: Entrepreneurs through information and communication technologies (ICTs).
Cyberspace: Computer, Internet and other digital mediums are referred to as cyberspace. It is a virtual space created by the matrix of computerized telecommunications networks such as the Internet, where millions of individuals across the globe interact through discussion, business, information retrieval and rich variety of other activities at any time of day or night.

Cyber Cafe: A place like coffee home where Internet can be accessed for a payment of Rs. 10 – Rs. 20 per hour.

Digital Divide: The gap between those who have access to ICTs and those who do not have is called the digital divide.

Domain Skills: The skills which are required to handle a group of networked computers that share a common communication address.

E-Commerce: The business and commercial transactions carried out through ICTs.

E-Culture: The impact of Internet, computer games and mobile phones on the cultural thought processes and activities of individuals and communities.

E-Governance: The interaction between the state and citizens with the help of digital technologies for better development.

E-Literacy: Knowledge of a person to handle computer, Internet, mobile phone, scanner, laptop, and Internet-telephony etc.

E-Ownership: The ownership of computer with Internet connection, laptop, mobile phone and other digital technological instruments.

E-Work: Employment in ICT related fields. The Information Technology Enabled Services - Business Process Outsourcing (ITES-BPO) and Tele working are prominent e-works at present.

Information Society: "Information Society" is a broad term used to describe the social, economic, technological and cultural changes associated with the rapid development and widespread use of information and communication technologies (ICTs) in modern nations societies, especially since World War II. Information Societies are thought to differ from industrial societies because they treat information as a commodity, especially scientific and technical information; because they employ large numbers of "information workers" in their economies; because information and communication technologies and channels are prolific and are widely used; and because using those technologies and channels has given people a sense of "interconnectedness".

Knowledge Society: Broadly speaking, the term Knowledge Society refers to any society where knowledge is the primary production resource instead of capital and labour. It may also refer to the use a certain society gives to information. A Knowledge society creates, shares and uses knowledge for the prosperity and well-being of its people.
NASSCOM: NASSCOM is India's National Association of Software and Service Companies, the premier trade body and chamber of commerce of the IT software and services industry in India. It is headquartered in New Delhi, India. NASSCOM was set up to facilitate business and trade in software and services and to encourage advancement of research in software technology. It is a non-profit organization, funded entirely by its members, registered under the Societies Act, 1986. NASSCOM is a truly global trade body with around 819 members, of which nearly 150 are global companies from the US, UK, EU, Japan and China. NASSCOM's member companies are in the business of software development, Software services, and ITES-BPO services.

Netizens: People who use Internet frequently. Apart from e-mail, netizens involve in e-commerce, e-governance and e-work etc.

Network Society: The network society may be defined as a society in which a combination of social and media networks shapes its prime mode of organization and most important structures at all levels (individual, organizational and societal). He compares this type of society to a mass society that is shaped by groups, organizations and communities ('masses') organized in physical co-presence.

Offshore Outsourcing: It is the practice of hiring an external organization to perform some business functions in a country other than the one where the products or services are actually developed or manufactured. It can be contrasted with off-shoring, in which the functions are performed in a foreign country by a foreign subsidiary. Opponents point out that the practice of sending work overseas by countries with higher wages reduces their own domestic employment and domestic investment. Many customer service jobs as well as jobs in the information technology sectors (data processing, computer programming and technical support) in countries such as the United States and the United Kingdom have been or are potentially affected.

Post-industrial Society: A post-industrial society is a society in which an economic transition has occurred from a manufacturing based economy to a service based economy, a diffusion of national and global capital, and mass privatization. The prerequisites to this economic shift are the processes of industrialization and liberalization. This economic transition spurs a restructuring in society as a whole.

Social Network Service: A social network service focuses on building online communities of people who share interests and/or activities, or who are interested in exploring the interests
and activities of others. Most social network services are web based and provide a variety of ways for users to interact, such as e-mail and instant messaging services.

**STPs Scheme:** Software Technology Parks (STPs) scheme is a 100 per cent export-oriented scheme for the development and export of computer software using data communication links or in the form of physical media including export of professional services.

**Technopolis:** Attractive presence of skyscrapers where high-tech production, distribution and Consumption of e-work happens. **Delhi, Bangalore, Chennai, Hyderabad** and **Mumbai** are the popular technopolises in India.

**Venture capital:** (also known as VC or Venture) is a type of private equity capital typically provided to early-stage, high-potential, growth companies in the interest of generating a return through an eventual realization event such as an IPO or trade sale of the company. Venture capital investments are generally made as cash in exchange for shares in the invested company. It is typical for venture capital investors to identify and back companies in high technology industries such as biotechnology and ICT.