Introduction: Co-Creating Innovations Minitrack

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In today's global and competitive market, many organizations are shifting the character of innovation processes from in-house and closed innovation processes to more open processes. These processes involve several stakeholders who co-create digital innovations. This trend of open innovation is manifested in new approaches to innovation such as open innovation, open source software development and living labs. Engaging end-users and other relevant stakeholders in the innovation process, has been shown to improve the innovation capability and ensure applications and services that create user value and market acceptance. The IS field is a boundary crossing and co-creative research area where stakeholders, business areas, research disciplines and methods creates a multifaceted research area. Co-creative innovation processes offer interesting issues for theory and practice. This is the first year of this Minitrack and the three selected papers are representing different perspectives of co-creating innovations.

The first paper is called “Designing for Positive User Experience in Product Design: A Qualitative Analysis of Toolkit Design Elements and their Implications on Emotional Reactions and Perceptions” authored by Füller, Böhm and Krcmar. This paper centers around the user responses and perceptions of toolkit design elements, in order to find ways of designing toolkits that provides a fun and engaging experience, balancing higher efforts, time and expertise in user innovation.

The second paper “The Dual Nature of Information Systems in Enabling a New Wave of Hardware Ventures: Towards a Theory” authored by von Briel and Recker, focuses on hardware ventures and their role in the information systems literature. The authors suggest a framework building on the operand and operant resources in two key lifecycle stages: start-up and growth.

The third paper “The Use of Social Media Tools in the Product Life Cycle Phases: A Systematic Literature Review” by Roch and Mosconi address which social media tools can be used in the product life cycle phases. Based on a systematic literature review the authors identify 18 social media tools in five life cycle phases that provide researchers and managers with helpful insights.

We hope you enjoy the papers and the discussion they generate.