Collaborative Environments for Value Creation: Introduction to the Minitrack

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The Collaborative Environments for Value Creation minitrack addresses how organisations may improve their ability to create value through judicious application of integrated knowledge and collaboration technologies. Goal of this minitrack is to bring to life emerging research that considers the way in which organisations create value through the use of collaborative technologies. It has attracted interesting and insightful submissions that define and measure value creation as well as use knowledge and collaboration theories and technologies to enable organisations to create value. To successfully compete, firms must meet or exceed the pace of rapidly changing technology while also lowering costs, increasing quality and improving customer services. The shift from personal computing to interpersonal or collaborative computing has given rise to ways of working that may bring about better and more effective use of resources.

Collaboration on its own is not enough because knowledge and expertise are also needed in order to create value. Knowledge is not enough if you cannot get minds together, it is disconnected and dispersed – expertise has to be brought to bear on the value creation process. The first paper entitled “Revising the Intellectual Bandwidth Model and Exploring its use by a Corporate Management Team” by Sajda Qureshi and Robert Briggs measures the use of Intellectual Bandwidth for the first time since the model was conceived by Nunamaker et al in 2001. This paper measures the use of Intellectual Bandwidth (IB) by a corporate management team. The data collected shed key insight into the constructs and the IB model was revised to reflect a continuum of understanding and a continuum of interdependence of efforts.

The second paper is by Christian Bach, Salvatore Belardo and Jing Zhang entitled “Increase of Potential Intellectual Bandwidth in a Scientific Community Through Implementation of an End-User Information System” offers an innovative application of the Intellectual Bandwidth Model. The authors describe the implementation of collaborative technology (EUIS) and automated sense making software (SMS-1) to assist physicians as they work with laboratories and patients to identify drug resistance and provide appropriate therapy. The third paper by El-Sayed Abou-Zeid, is entitled “Towards a Cultural Ontology for Interorganizational Knowledge Processes”. It addresses knowledge creation within a cultural context by considering the organisational and interorganisational within which it is generated, mobilized and applied. The paper concludes with a classification scheme through with knowledge processes may be perceived.

The use of networking and collaborative technologies in organisations to support groups as they create shared understanding and work to attain their goals fosters new kinds of collective work. The fourth paper entitled “The Organizational Applications of GSS: A Comparison Across Time and National Boundaries” by Gert-Jan de Vreede, Doug Vogel, Gwendolyn Kolfschoten, and Jeroen Wien compare and contrast findings from studies in different countries. The fifth paper by Kamel Rouibah entitled “Managing concurrent engineering across company borders: a case study” investigates the collaborative environment linking two large European manufacturers for their collaborative design and development efforts. The findings of this study provide key insight into the way processes across company borders may be better supported.

People get together and organise to create value that cannot be created by individuals alone. In their paper entitled “What causes value to be created when it did not exist before? A Research Model for Value Creation”, Vlatka Hlupic and Sajda Qureshi defined the contours of value creation from intellectual capital. They uncover specific testable constructs and provide insight into infrastructure that may be tuned to support value creation efforts. Chung, Chen, and Nunamaker, in their paper, “Business Intelligence Explorer: A knowledge map framework for discovering business intelligence on the web,” focus on the content component of the value creation equation. This paper reports on the use of web communities and knowledge maps for analyzing and visualizing internet search results to reduce information overload on business analysts.