Business Organizations and Collaborative Web:

Practices, Strategies and Patterns

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BUSINESS SCIENCE Reference

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Preface xiii

Section 1
Towards Collaborative Web

The Web is fast evolving as a strong collaborative medium, with more and more individuals adopting it in their personal and social life. This trend is so pervasive that it is imperative for business organizations to integrate collaborative web Web tools into their businesses. This section, with the help of three chapters takes the reader through different dimensions that need to be considered for weaving the collaborative web Web with business for better business and economic growth.

Chapter 1
Towards a Characterization of the Developmental Environment of Web Applications and its Business Implications 1
Pankaj Kamthan, Concordia University, Canada

This chapter provides a conceptual characterization of multiple directions of web Web evolution, relationships between these directions, and their implications towards business organizations. The consequences of a commitment to these directions are considered with the support of examples and/or empirical studies as appropriate.

Chapter 2
Web 2.0: Integration Model with Electronic Commerce 18
R. Todd Stephens, AT&T, USA

In a few years, having a standard Electronic Commerce site will be as passé as having an information only site today. Organizations must progress to the next level in order to have a viable business model in the future. In this chapter, the author takes a look at how organizations can integrate Web 2.0 technology into their current electronic commerce environment. This chapter reviews several different examples where organizations have added Web 2.0 to their environment and are succeeding in transforming themselves.

Chapter 3
Entrepreneurship and Growth in Knowledge Economy 31
Julie Vardhan, Manipal University, Dubai

The objective of this chapter is to highlight recent advances in our several understandings which underpin the creation of knowledge, the iterative knowledge loops, the knowledge economy itself, and the range of technologies used by the entrepreneurs leading towards knowledge diversification, specialization, and optimization, resulting into growth of the overall economy.

Section 2
Collaborative Applications in Business

This section outlines the collaborative applications of the current form of webWeb, and also provides a brief peek into the future growth and directions of development of the next generation of webWeb. The set of seven chapters included in this section is a distillate of research and experience of the authors in diverse set of industries and functional domains.

Chapter 4
Collaborative Journalism: Networks, News Media and the Public Sphere 48
Saayan Chattopadhyay, University of Calcutta, India

Referring to the mainstream and alternate news media industry, this chapter argues that the notion of collaboration does not hinge only between a professional and an amateur, or trained reporters and common citizens, or perhaps more commonly, different kinds of media— rather it is a much greater transformation since it is a collaboration between society and technology with its palpable economic implications. The author points out the emergence of network entrepreneur and also the reconfiguring media and journalistic practices.

Chapter 5
Using Virtual Communities to Involve Users in E-Service Development: A Case Study 61
Eva Söderström, University of Skövde, Sweden
Jesper Holgersson, University of Skövde, Sweden

This chapter drives motivation from the issue of involving the end users for development of useful and sustainable e-services. With the help of a case study in the travel industry, it explains how new technological advancements and phenomena, primarily virtual communities, can be used as a main source of end user requirements.

Chapter 6
Emerging Web Tools and Their Applications in Bioinformatics 76
Shailendra Singh, PEC University of Technology, India
Amardeep Singh, Punjabi University, India

This chapter gives a brief overview of the emerging field of bioinformatics bioinformatics and explains the need for collaboration in its broad research based activities. While sharing the web Web tools commonly used by scientists and researchers, the authors establish the need of collaborative tools to support their work.

Chapter 7

Collaborative Web for Natural Resources Industries 90
Nikhil Chaturvedi, SAP Asia Pte. Ltd., Singapore

This chapter focuses on the petroleum and mining industry – a resource intensive industry where collaboration across the entities in the value chain is very high and can be positively affected by the webWeb. Drawing from his first hand experiences in this industry, the author explains the extent of collaborative web Web and also the unleashed potential that still needs to be realized.

Chapter 8

Optimizing Collaborative E-Commerce Websites for Rural Production
Using Multi Criteria Analysis 102
Z. Andreopoulou, Aristotle University of Thessaloniki, Greece
T. Koutroumanidis, Democritus University of Thrace, Greece
B. Manos, Aristotle University of Thessaloniki, Greece

This chapter takes an account of the website features to be facilitated while designing a collaborative website for e-commerce purposes in rural sector. With the help of qualitative and quantitative analysis of content characteristics, this chapter proposes a methodology aiming to optimize their websites. The retrieved websites are classified in groups aiming to identify the optimum group of websites, which can be used as a benchmark by other companies in the sector.

Chapter 9

Online Grocery Provision Resistance: Understanding Urban (Non)Collaboration
and Ambiguous Supply Chain Environments 120
Ronan de Kervenoael, Sabanci University, Turkey & Aston University, UK
Burcin Bozkaya, Sabanci University, Turkey
Mark Palmer, University of Birmingham, UK

This chapter investigates the resistance by online retailers, logistic firms, and urban planners in the development of supply chain infrastructures for online grocery provision. Drawing upon twenty nine in-depth interviews with experts in online retail, logistics, and urban planning within an urban metropolis in an emerging market, the authors report different ways (ideological, functional, regulatory, and spatial) in which collaboration is resisted in online retail provision.

Chapter 10

Applying Game Mechanisms to Idea Competitions 144
Florian Birke, Technical University Braunschweig, Germany
Maximilian Witt, Technical University Braunschweig, Germany
Susanne Robra-Bissantz, Technical University Braunschweig, Germany

With the help of a study carried out to analyze various idea competitions, this chapter proposes the use of game mechanism for generating / accumulating ideas in organizations. Based on theoretical insights, analysis of 18 cases and three interviews, this study demonstrates the actual occurrence of game mechanisms and their effect on the motivation of participants.

Section 3
Organizational Aspects of Collaborative Web

Mass adoption of collaborative web Web tools by individuals is resulting in increasing individual empowerment and more dynamism in business relations leading to severe implications for business organizations. This section, with the help of three chapters, brings forth some implications and recommendations to enable organizations relook their plans, policies and controls and move towards more open structure and culture that accommodates the changing individual and social behavioral patterns.

Chapter 11
Dynamic Co-Opetitive Network Organization Supported by Multi Agent Architecture 163
Paolo Renna, University of Basilicata, Italy

The focus of this chapter is on the development of a multi agent architecture to support a network of enterprises that collaborate in a co-opetition relationships environment. The research concerns the investigation of a life cycle of the network in which the partners change dynamically. In particular, the enterprises that participate in the network can exit or continue to participate, while the enterprises that operate outside the network can evaluate to participate in the network. A simulation environment is proposed that allows business users to evaluate the proposed approach in a co-opetitive network to support the plant's participation decision.

Chapter 12
The Influence of Collaborative Web on Knowledge Management, Organizational Structure and Culture in Knowledge Intensive Companies 184
Kathrin Kirchner, Friedrich Schiller University Jena, Germany
Mladen Čudanov, University of Belgrade, Serbia

In this chapter, the authors explore the influence that the collaborative Web tools have on knowledge management, organizational structure, and culture of knowledge-intensive companies. As a result of interviews and surveys done in Serbia, the authors report that with collaborative webWeb, organizational structure, culture, and knowledge management change is perceived among employees, and that employee's loyalty changes from company orientation toward virtual community orientation.

Chapter 13
Virtual Reality and Identity Crisis: Implications for Individuals and Organizations 202
Archana Tyagi, University of Business and International Studies Geneva, Switzerland

Identity has become one of the most important issues for human development and adjustment in today's turbulent times. Virtual reality has recently emerged as an effective tool to extend a healing space for an alternative identity. The focus of this chapter is on the challenges faced by the young generation, which is struggling to understand its identity. Thereon, an attempt has also been made to link the organizational identity with the individual identity.

Section 4
Blending Real and Virtual Worlds

The ongoing trends towards miniaturized devices, touch based and more natural interfaces, and collaborative processes, are enabling many new forms of convergence. The convergence of real and virtual worlds is one such pre-dominant form that forward looking business organizations need to earnestly explore. This section helps the reader peep into the futurist trends and applications where the real and virtual worlds of business converge and augment each other.

Chapter 14
Virtual Worlds for Collaborative Meetings 221
Arhlene A. Flowers, Ithaca College, USA
Kimberly Gregson, Ithaca College, USA

Whether businesses will make use of virtual worlds for meetings, training, and events is not just an academic question. This chapter covers the evolution of technology for virtual meetings, a theoretical analysis of tele-presence in virtual meetings, case studies of companies utilizing virtual worlds as meeting venues, and practical considerations for conducting virtual meetings and events.

Chapter 15
Collaborative Virtual Business Events: Potential and Challenges 245
Roma Chauhan, Institute for Integrated Learning in Management, India
Ritu Chauhan, Jamia Hamdard, India

In addition to saving time and cost, virtual business events enable knowledge on demand, so crucial for the end users. This chapter delves into the opportunities and challenges of rich interactive virtual business events, particularly virtual exhibitions and conferences. With the help of examples of available services and usage patterns, the authors highlight the associated challenges for the end users, organizers, and developers. A blended form of real and virtual business event is suggested as a workable business proposition.

Chapter 16
Augment Your Business Reality with New Age Web Tools 261
Lukas Ritzel, IMI University Centre, Switzerland

This chapter peeps into the emerging trend of Web 3.0. Particularly focusing on augmented reality (AR), this chapter takes the readers to a futuristic tour with the help examples of a number of futuristic applications where the boundaries between real and virtual worlds get blurred.

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