

Innovation SIG Track 33

33.1. Cloud Computing and Online Social Networking:

Empowering Innovations from a New ICT Era

Sub-track chairs

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Introduction

Disruptive innovations often occur less frequently but when they do occur their impact on people and organizations can be dramatic. Furthermore, such innovations tend to be affordable, simple to use, convenient and often have initial performance problems, according to Clayton Christensen and his colleagues at Harvard University.

One of the most disruptive innovations since the PC is the Web. It has all the qualities of a disruptive innovation. Since its emergence in the early 1990s it has managed to destabilize existing markets (e.g., book, music, movie selling) and created new markets (e.g., online stores, auctions) as well as new paradigms for communication and business processes (e.g., crowdsourcing). It is affordable, simple and convenient to use and had (and probably still has) some initial performance problems (e.g., bandwidth, security).

During the last few years new disruptive innovations have emerged; namely online social networking, cloud computing and crowdsourcing. Many organizations, of all sizes, have begun to embrace these new innovations. However, small to medium enterprises (SMEs), educational and life science research establishments, in particular, have demonstrated willingness to use the services offered by such innovations due to issues relating to convenience, ease of use, environment and, most importantly, cost. Furthermore, new tools such as handheld computers and smart phones add a new dimension to our new and highly interactive ICT era by illustrating both the importance and the challenge of high usability, low barriers to adoption and optimized human-computer interaction.

This track will be an important venue for researchers, practitioners and observers (from across the world) to share their research interests, findings, experiences and thoughts that relate to such important innovations and their applications and impact on organizations of all types.

