

## Innovation SIG Track 33

### Innovation through IT, Crowdsourcing and Social Networks

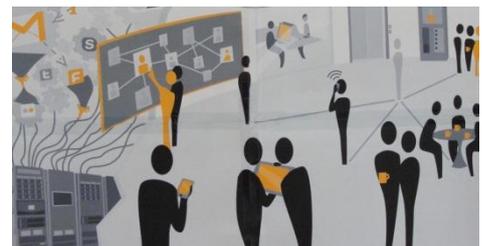
Responsible Chair: Dr. Nabil Sultan

#### Sub-Tracks

<p><b>33.1. Cloud Computing and Online Social Networking: Empowering Innovations from a New ICT Era</b></p>	<p>Dr. Nabil Sultan, Head of Division of Management, Business and Enterprise, University Campus Suffolk, Ipswich, United Kingdom, <a href="mailto:nabil.sultan@yahoo.co.uk">nabil.sultan@yahoo.co.uk</a>                  Dr. Angelika C. Bullinger-Hoffmann, Chemnitz University of Technology, Germany <a href="mailto:angelika.bullinger-hoffmann@mb.tu-chemnitz.de">angelika.bullinger-hoffmann@mb.tu-chemnitz.de</a>                  Dr. Holger Hoffman, Kassel University, Germany, <a href="mailto:hhoffman@uni-kassel.de">hhoffman@uni-kassel.de</a></p>
<p><b>33.2 Democratising innovation by networks in ICT-driven era</b></p>	<p>Angela Sansonetti, LUISS Guido Carli University, Rome, <a href="mailto:asansonetti@luiss.it">asansonetti@luiss.it</a>,                  Jan vom Brocke, University of Liechtenstein, Vaduz, <a href="mailto:jan.vom.brocke@hochschule.li">jan.vom.brocke@hochschule.li</a>,                  Nunzio Casalino, Università Marconi, <a href="mailto:n.casalino@unimarconi.it">n.casalino@unimarconi.it</a>; <a href="mailto:ncasalino@luiss.it">ncasalino@luiss.it</a></p>
<p><b>33.3 Living Labs - Innovating with Users</b></p>	<p>Seppo Leminen, Laurea University of Applied Sciences &amp; Aalto University School of Economics, <a href="mailto:seppo.leminen@laurea.fi">seppo.leminen@laurea.fi</a>                  Mika Westerlund, Aalto University School of Economics &amp; University of California Berkeley, Haas School of Business, <a href="mailto:mika.westerlund@aalto.fi">mika.westerlund@aalto.fi</a></p>
<p><b>33.4. Times They Are Changing: From customers to users representation of the organization</b></p>	<p>Dr. Guillaume BIOT-PAQUEROT, La Rochelle Business School, France <a href="mailto:biotg@esc-larochelle.fr">biotg@esc-larochelle.fr</a>                  Dr. Marc BIDAN, Polytech'Nantes, France <a href="mailto:Marc.Bidan@univ-nantes.fr">Marc.Bidan@univ-nantes.fr</a></p>

#### Introduction

The emergence of inter-intra organizational issues within knowledge-intensive industries have shaped the competitive landscape thus creating new collaborative approaches and new methods to manage the business. For example, knowledge networks play a strategic role in influencing the process of knowledge creation through an interconnected set of nodes that receive, store, process and/or transmit information. Such networks are fed by formal and informal relations through which the actors access, disseminate, or create new knowledge.



In the 21st century, the innovation process is laid on interactional networks of stakeholders involved in complex organizations. These networks contribute to the transformation of the relationships between the different stakeholders, merging and reassigning their roles. The relationships to the organization's territory and boundaries - and our perception of those elements - have changed. Immediacy, already conveyed and practiced by users of integrated information systems such as ERP, EAI and/or data warehouse, is now deployed as a value (responsiveness, flexibility, operational opportunism, competitive intelligence, etc.).

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