Innovation SIG Track 33

33.4. Times They Are Changing: From customers to users representation of the organization

Sub-track chairs

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Introduction

For the third edition of this Track, we would like to address to the community the question of changes in terms of organizational representations, especially linked to technological innovations. In the 21st century, the Innovation Process is laid on interactional networks of stakeholders involved in complex organizations. These networks contribute to transform relationships between the different stakeholders, merging and reassigning their roles. Even if the question of the firm's boundaries can be considered as a widely developed matter since the 1937 Coase's seminal work, we can assess that both innovation and globalization drive us to say that "The Times they are changing" (Bob Dylan). Such a reassignment concerns the modification of the stakeholders' representations in our theoretical models: from "simple" customers to "singular" users, scholars need to integer their implication on the value creation process.

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 and technology...). And the concept of loyalty (to a brand, to values, to practices, to an organization, to a team on a project...) may appear as an obsolete value or cons productive when responding to immediate needs, or to difficult and non-predictable requests.

The purpose of this track is to revisit the role of the users within organization process, in a process showing both its modernity and effectiveness, but also its unnecessary and uncertain objective. To consider the uncertainty, we could discuss about the merging of the effect of technology, the need for variety and need for pleasure in the financial theory, decision theory, marketing theory, etc. We will try to explore the organizational mechanisms that can assist global understandings. Moreover, we discuss the separation between the academic fields in order to focus on the practices within organizations, and to enhance the communication among scholars and practitioners. Amongst questions which we hope this track will address are:

° How to convert innovation to economic value (Revenue model, Value chain structure, Value proposition…)?
° Why becoming cross functionally (rather than only functionally) excellent seems to be so important?
° Does the presence of multi-objectives stakeholders (customers who are also shareholders, employees who are also customers, etc.) impact the commitment and the sustainable value of invested firms? What is the impact on corporate governance?
° Are there any drawbacks to loyalty and/or commitment within or to the organization? Is it efficient to ask a seller to keep good relationship with a grouchy customer that will never ever buy any product? Is it efficient to ask an employee to keep on working with a dumb partner?
° Can the stakeholders' commitment be reduced to financial or economic issues? What about cognitive aspects of the relationship?
° What additional insights and knowledge are required to accelerate and progress the stakeholders' integration within organization?