

**EURAM 2013 Track Proposal (General Track)  
Formal Organizations Meet Social Networking**

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**Key words:**

**Intra company Social Networking; self organization; open sourcing; web based collaborative tools; crowd sourcing.**

**Summary Abstract**

The core theme of this track focuses on how will formal organizations deal with and adapt to the next generation of employees who have grown up embedded in large-scale, ICT-enabled social networks? What will be the impact on, organization structures, decision making, organization culture, routines, etc. how will self organizing processes of necessity substitute for traditional top down by the book management?

There is a growing body of research and practice that touches on the proposed them. Virtual organizations is an umbrella concept that encompasses research on groups of individuals whose members and resources may be distributed geographically and structurally who function as a coherent unit through the utilization of web based collaborative technologies. Examples include distributed workgroups, virtual teams, online communities or “collaboratories”. Virtual organizations often organize around flexible and resilient structures in contrast to pre-determined hierarchical structures. The trend to more virtual distributed structures in business organizations is being led by early adopters such Dell, Turner Broadcasting, and Cisco who are implementing intra company social networking structures and processes, in part as a response to pressure from new entrants steeped in social networking.

Undoubtedly early adopters experience many instances of unanticipated outcomes and discover daily challenges affecting middle and senior managers as they adjust to an emerging managerial practice anchored in self organizing processes of intra social networks.

We invite a wide range of papers that inform understanding of the virtualization of organizations as it relates to the intersection of the formal organization and social networking with major implications for interdisciplinary organization science scholarship, transformation of traditional hierarchical organizations, role of senior managers, innovation and IP regimes, boundaries of organization, and where and how work gets done.

A special feature of this track will be several case presentations by companies sharing their journey of transformation as they adopted intra company social networking, their experiences and lessons learned.