

Collaboration Ecosystems

Melissa Archpru Akaka
University of Denver
melissa.akaka@du.edu

Hope Jensen Schau
University of California Irvine
schauh@uci.edu

Stephen L. Vargo
University of Oklahoma
sv@ou.edu

Abstract

This introduction provides a backdrop for conceptualizing collaboration ecosystems and highlights the topics of the papers in the minitrack.

1. Introduction

This minitrack explores collaboration ecosystems, or the multi-sided, multi-level sociotechnical systems in which joint efforts to create value and associated technologies are embedded.

Collaboration is increasingly essential for cocreating value across geographic distances and among diverse groups of people within, between, and outside of organizations. With higher demand for remote opportunities and dispersed talent around the world, digital platforms and interconnected systems provide a means for collective engagement among firms and customers in markets. Prior Information Systems research provides important insights into how collaboration systems are designed, developed, and deployed to support collective decision making, group processes, communication, and coordination. However, these technology-based systems are nested within broader, multi-level and multi-sided sociotechnical and economic ecosystems that shape the nature, scope and impact of collaboration.

Collaboration ecosystems are sociotechnical structures and networks of relationships that support interactions among interdependent participants within, across and outside of organizations. These interdependent actors operate along different logics that may converge or conflict and often rely on technological platforms for opportunities to engage. Collaboration engagement is guided by social norms that reflect a specific notion of interdependence and mediated by collaboration technologies, which lead to the cocreation of value for individuals, groups and society at large. The importance of this interdependence is evidenced in network effects that increase in complexity through diversity actors and variety of resources. This inter- and intra-organizational complexity has the potential to create

greater value as it attracts and connects more participants, including customers or end users, interacting for their mutual benefit; the whole is more than the sum of its parts.

Authors were invited to submit papers that investigate the nested nature of collaboration technologies in markets, as well as networks of actors and their dynamic relationships that support collaboration practices, processes, and outcomes.

Four papers were selected for inclusion in these proceedings. The first paper, “Understanding the Review Bombing Phenomenon in Movies and Television,” by David Schuff, Susan Mudambi, and Mei-Xian Wang, explores how users post negative reviews to lower a movie’s rating impacts the overall ecosystem. The authors find that review-bombed products lead to collective action, trolling specifically, which leads to increased negative comments and emotions associated with a movie.

The second paper, “Problems and Potentials of Shared Manufacturing in the Context of Industrial Ecosystems: A Bibliometric Analysis, by Patrick Stuckmann-Blumenstein, Dominik Bons, Nick Große, Lana Benkhoff, provides a bibliometric analysis that provides a high-level overview of the research landscape that explores problems and promises of shared manufacturing in ecosystems.

The third paper, “Enabling Value Co-creation in Partner Collaboration Ecosystems: An Institutional Work Perspective,” by Jenny Elo, Juuli Lumivalo, Tuure Tuunanen, Stephen Vargo, investigates how institutional work can be leveraged to enable value co-creation within partner collaboration ecosystems.

The fourth paper, “A Multi-level Collaboration Process for Developing Relationships and Creating Value in an Entrepreneurship Ecosystem,” by John Sebesta and Melissa Archpru Akaka, propose how the collaboration roles of a university support efforts to create value and help shape the network of relationships that scaffold an entrepreneurship ecosystem.

Together, these papers provide insights into the social and organizational drivers and outcomes of collaboration, co-creation and collective actions.