

## Emerging Technology in Collaboration and Cocreation

Melissa Archpru Akaka  
University of Denver  
[melissa.akaka@du.edu](mailto:melissa.akaka@du.edu)

Hope Jensen Schau  
University of California Irvine  
[schauh@uci.edu](mailto:schauh@uci.edu)

Stephen L. Vargo  
University of Oklahoma  
[sv@ou.edu](mailto:sv@ou.edu)

John Sebesta  
University of Denver  
[John.sebesta@du.edu](mailto:John.sebesta@du.edu)

### Abstract

*This introduction provides a backdrop for exploring emerging technology in collaboration and cocreation 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. 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. With higher demand for remote opportunities and dispersed talent around the world, technology emerges to support interconnected systems and provide a means for collective engagement among firms and customers in markets. 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 contributes to value cocreation, which constitutes dynamic ecosystems of service exchange and the networks of relationships that support interactions among interdependent participants within, across and outside of organizations. These interdependent actors operate along converging and competing logics and often rely on a variety of technological platforms for opportunities to engage. Collaboration is guided by social norms and institutions and mediated by emerging technology in novel ways, which advance value cocreation and innovation for individuals, organizations and society at large. The importance of this interdependence is evidenced in network effects that increase in complexity through the diversity of

actors and variation of resources. This inter- and intra-organizational complexity has the potential to cocreate greater value as it attracts and connects more collaborators, 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 emerging technology in collaboration and cocreation. Both the technology that supports collaboration and cocreation and that which emerges from those interconnected practices and processes.

Two papers were selected for inclusion in these proceedings. The first paper, “Enhancing Framing Effects through AI Prompt Engineering: The Role of Human-AI Co-creation and Brand Familiarity,” by Jani Holopainen, Netta Konttinen, and Sasu Tuominen explores how human-AI collaboration transforms the creation and perception of marketing content. The study emphasizes the importance of cultivating human expertise, ongoing training, and strategic integration of generative AI tools to enhance creativity, message effectiveness, and competitive advantage.

The second paper, “Hierarchical Machine Vision application for Automated Diagnosis of Dental X-Ray Images,” by Jee Hae Ha, Richard Dubach and Hope Jensen Schau introduces a unified machine vision framework that applies deep learning to automate the analysis of dental panoramic X-ray images, demonstrating the transformative potential of AI in healthcare collaboration. The framework integrates advanced models for tooth detection, segmentation, and disease classification within a single workflow, turning routine medical images into valuable diagnostic data. By aligning AI development with healthcare innovation and digital transformation goals, the research advances a collaborative vision of technology-enhanced medical practice.

Together, these papers advance our understanding of how emerging technologies enable new forms of collaboration and co-creation. They emphasize a future in which human-AI collaboration enhances creativity, decision-making, and value creation in both organizational and societal contexts.