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ENTERPRISE 2.0: Enabling Participative Computing in the Global Workplace

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Agenda

- Enterprise 2.0
 - Current landscape
 - Challenges
 - Purpose of presentation
- Method
 - Literature review
 - Concept map
 - Framework and table
- Issues and Research Questions

Enterprise 2.0

Current Landscape

- Changing
 - Nature of the Enterprise
 - Way we work
- Old way = Web 1.0
 - Access information, purchase online
- New way = Web 2.0
 - Share and collaborate
- Even newer way = Web 3.0
 - Experience, participate, and co-create



Enterprise 2.0 Challenges

- Adoption
 - Personal productivity
 - Knowledge sharing
 - Education and training
- Reputation
 - Social capital
- Risks
 - Management
 - Security

Enterprise 2.0

Purpose of the Presentation

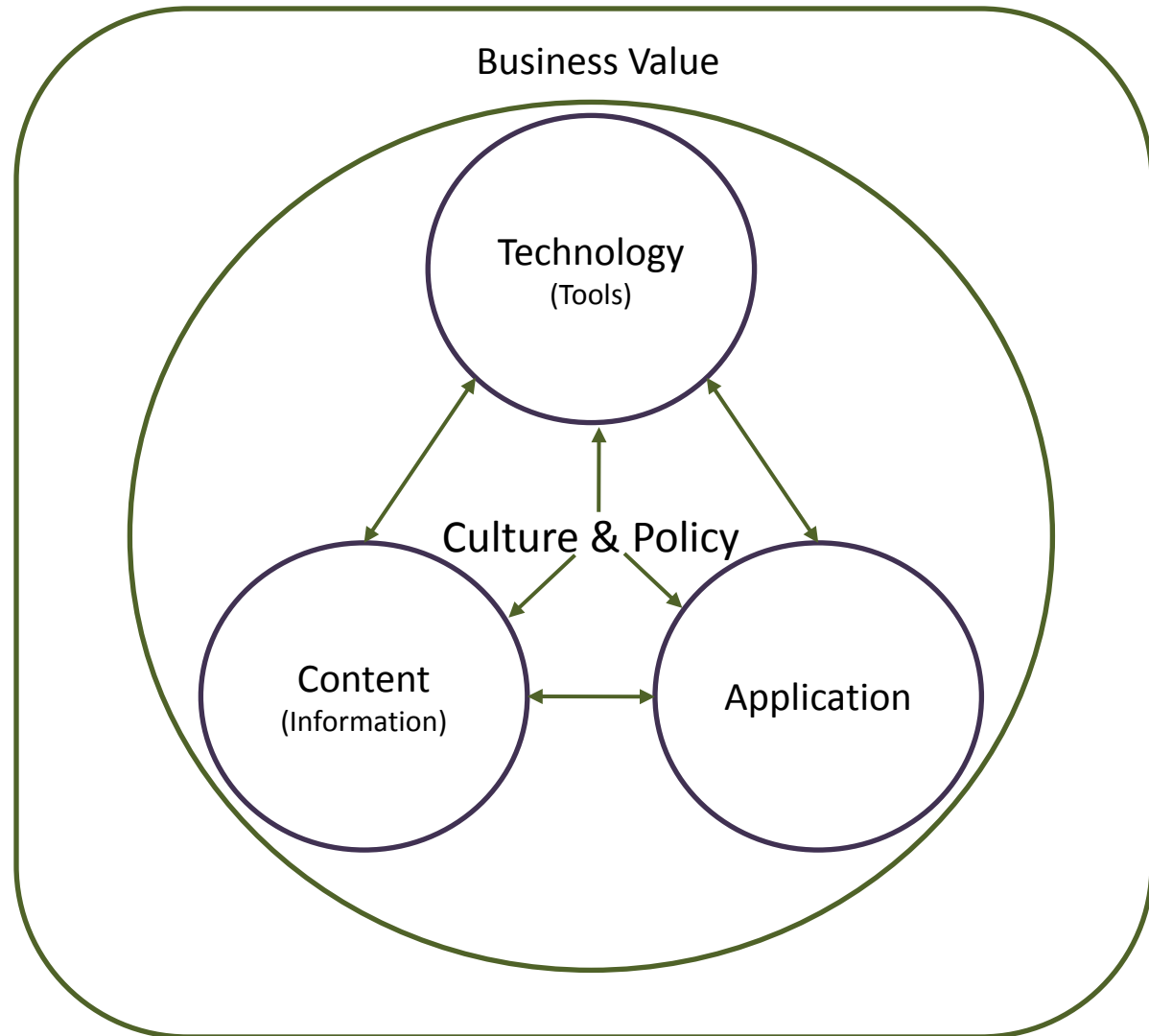
- Explore Enterprise 2.0 from end-user perspective
- Focus on end-users' Enterprise tools and apps
 - Personal productivity
 - Knowledge sharing
 - Social capital
 - Education and training
- Identify what is different and new because of Enterprise 2.0

- Time saving
- Cost saving
- Just-in-time delivery
(Eccleston & Griseri, 2008)
- Personal
- Customizable
- Multiple channels (“The IEEE Newsletter”, 2009)
- Rapid
- Less formal (Wang & Gallivan, 2009)

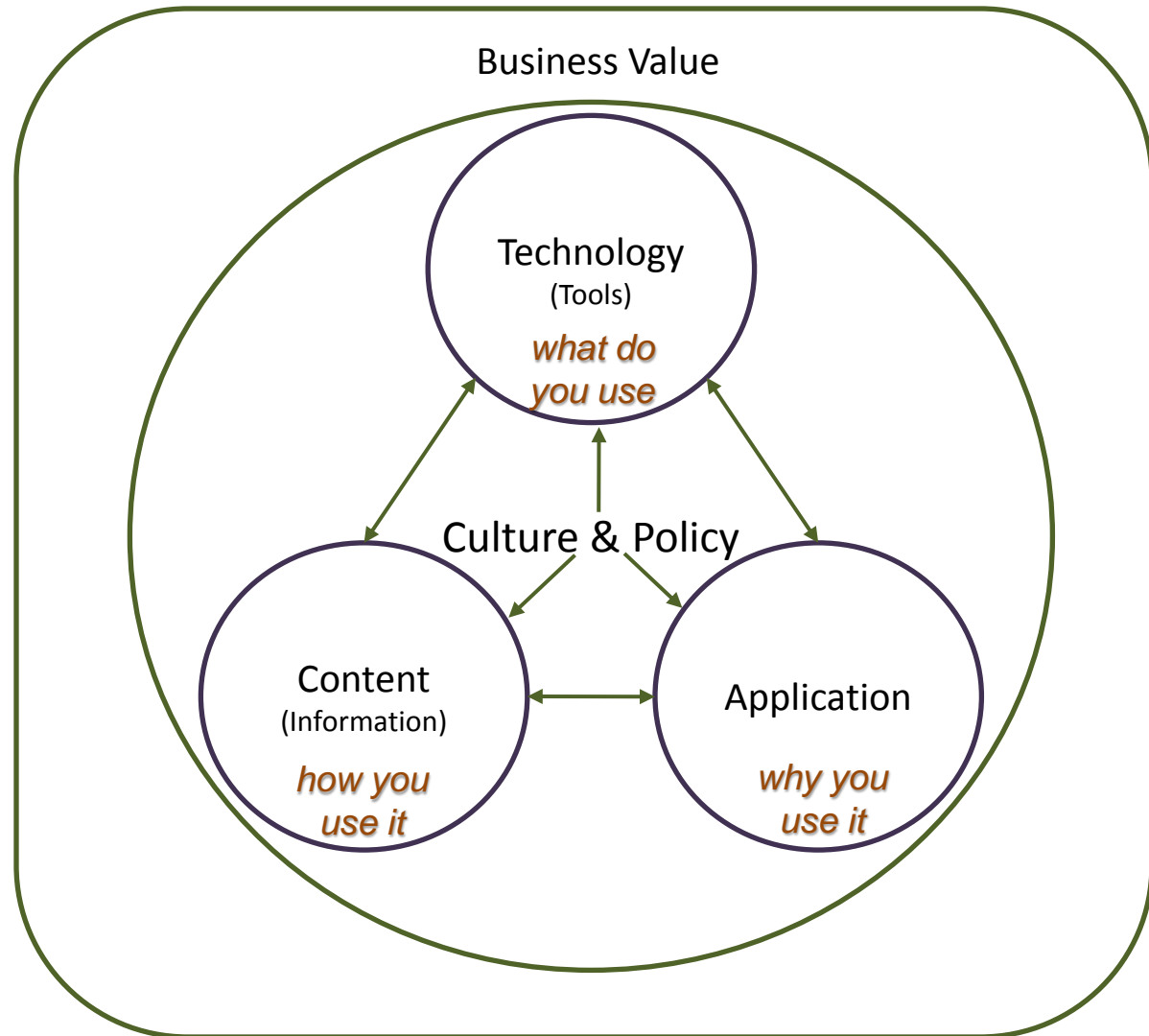
Literature Review

- Collective knowledge
- Participatory
- User-generated content
(Anderson, 2007)
- Wisdom of the crowds
(O’Reilly, 2005)
- Multi-tasking
- Increased productivity
(Blinn, Lindermann, Fäcks, & Nüttgens, 2009)
- Social capital creation
(Tan, Ngyuen, Oo Tha, & Yu, 2009)

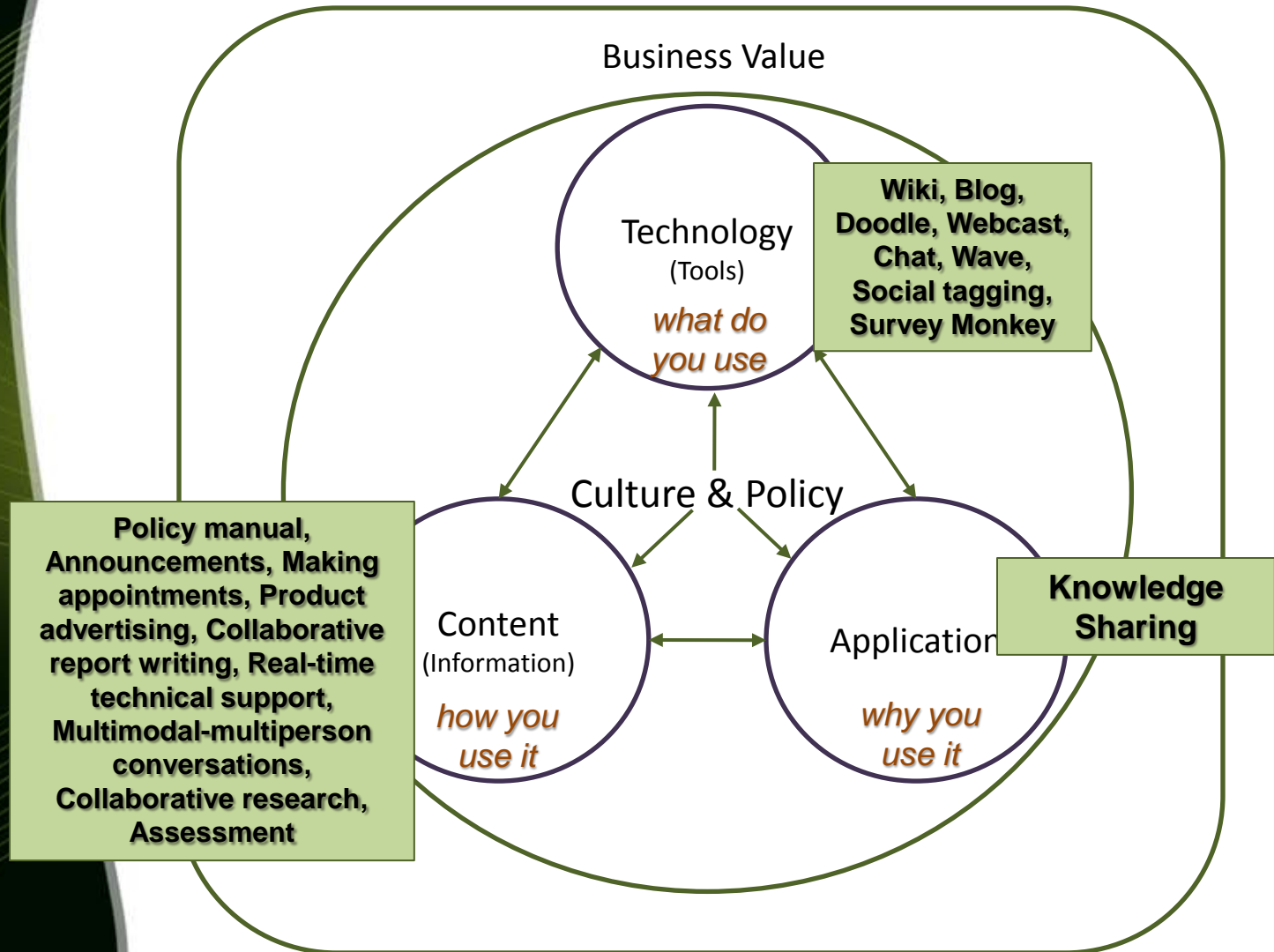
Framework



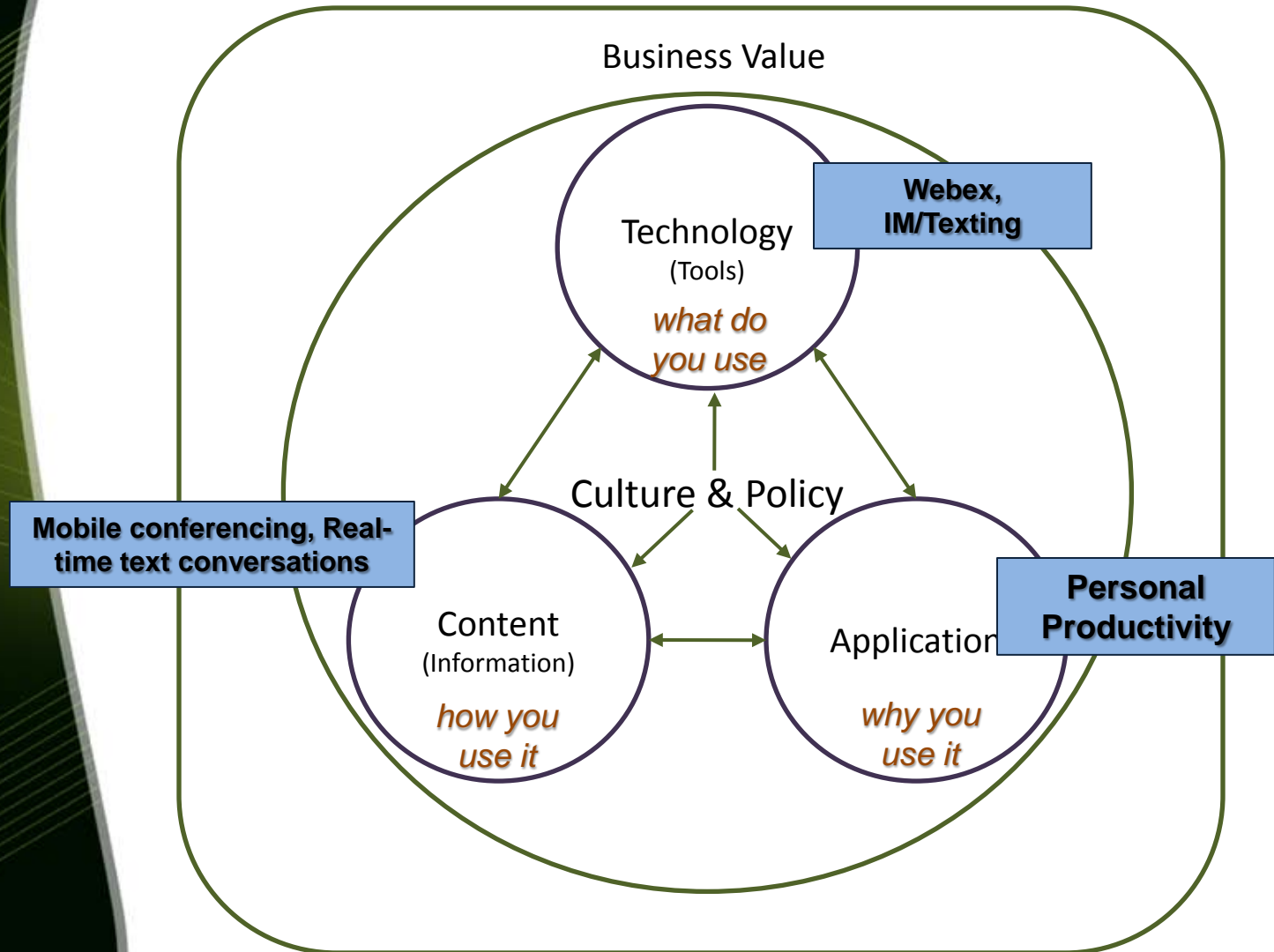
Framework



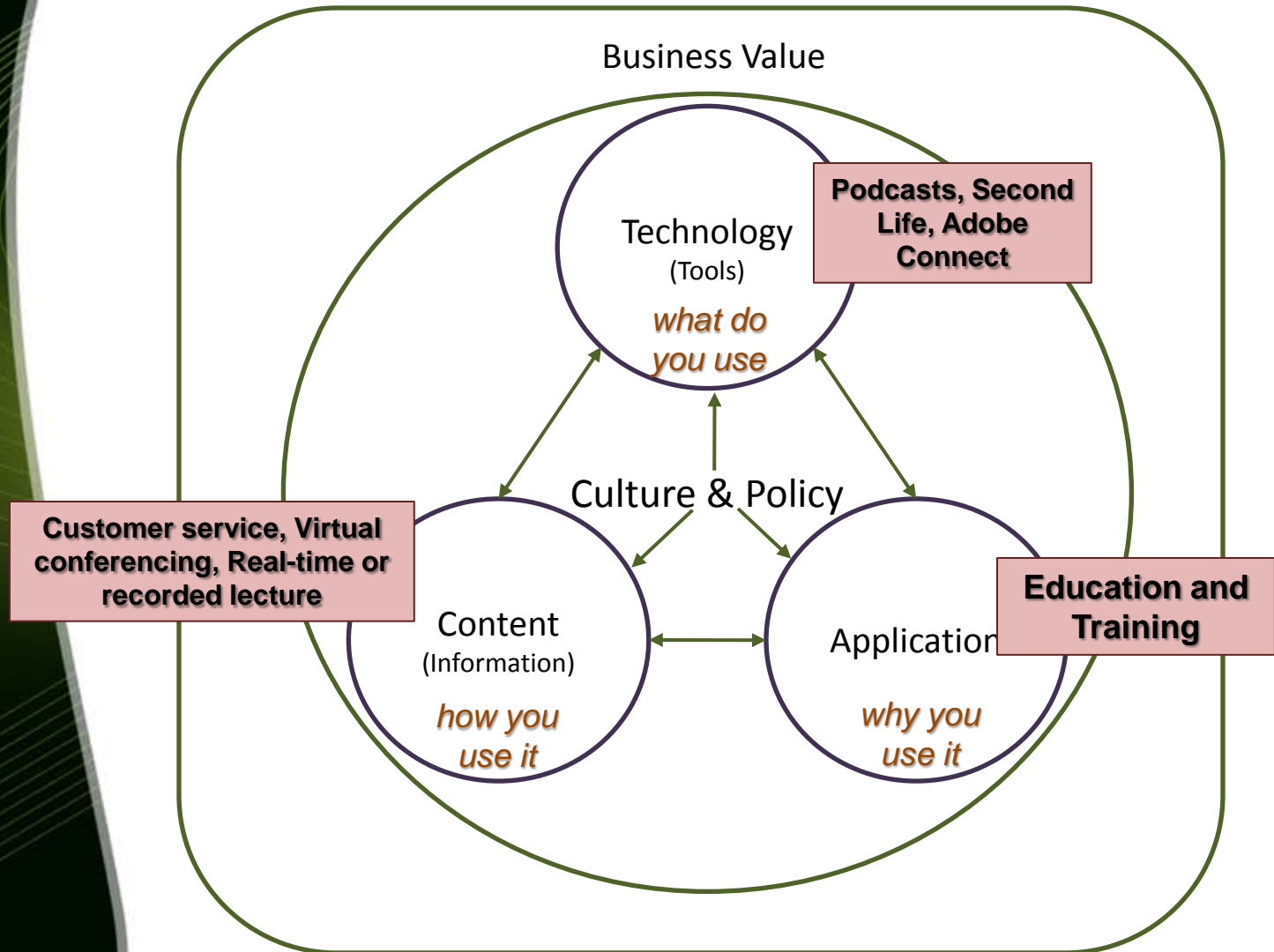
Framework



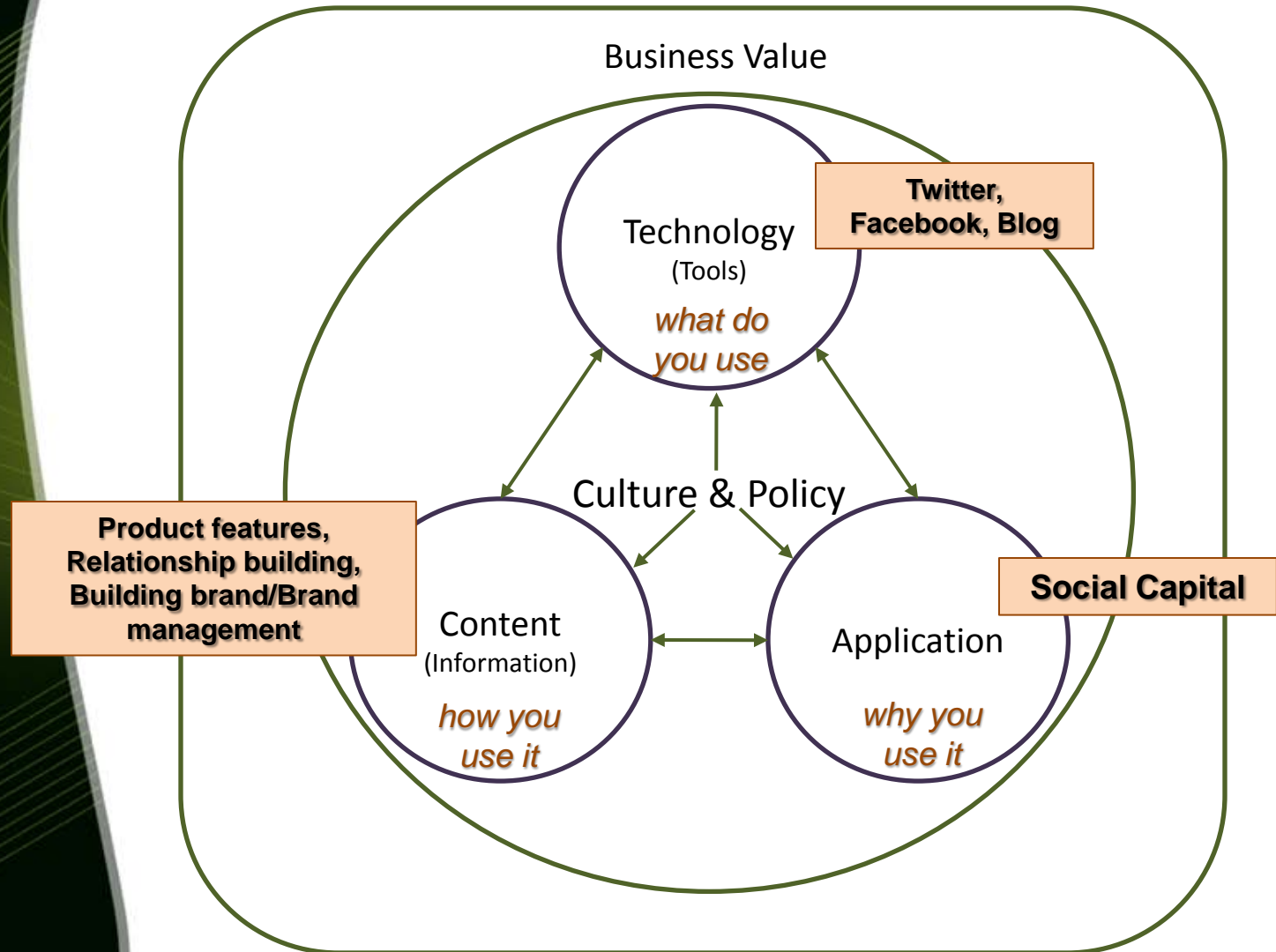
Framework



Framework



Framework



Research Focus

Given the (**Technology**), how do end-users use it (**Content**) and why do they use it (**Application**) for Planning, Implementation, and Operations?

	Planning	Implementation	Operations
IT Organization			
End-user			
Customer			
Finances			

How does Culture and Policy affect **Technology**, **Content**, and **Application**?



Issues and Research Questions

- What are the advantages of going from 1.0 to 2.0?
 - Costs, Efficiencies, and Processes
- What are the disadvantages of going from 1.0 to 2.0?
 - Costs, Efficiencies, and Processes
- How does 2.0 change the way we work?

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