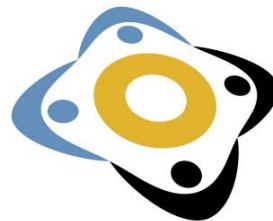




# The Concept of Social Business: Oxymoron or Sign of a Changing Work Culture?

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UCC-CT



Collaboration Technologies



## Agenda

- **Terminology**
- **Research steps**
- **Study result**
  - **Collaboration scenarios**
  - **Emerging coding scheme**
- **Findings**



## What is Social Business?

### Concept of “social” in the workplace

Combination of the terms “social” and “business” does, on first hearing, seem strange.

**Social = “pertaining to, devoted to, or characterized by friendly companionship or relations” (Kernerman’s Dictionary 2013)**

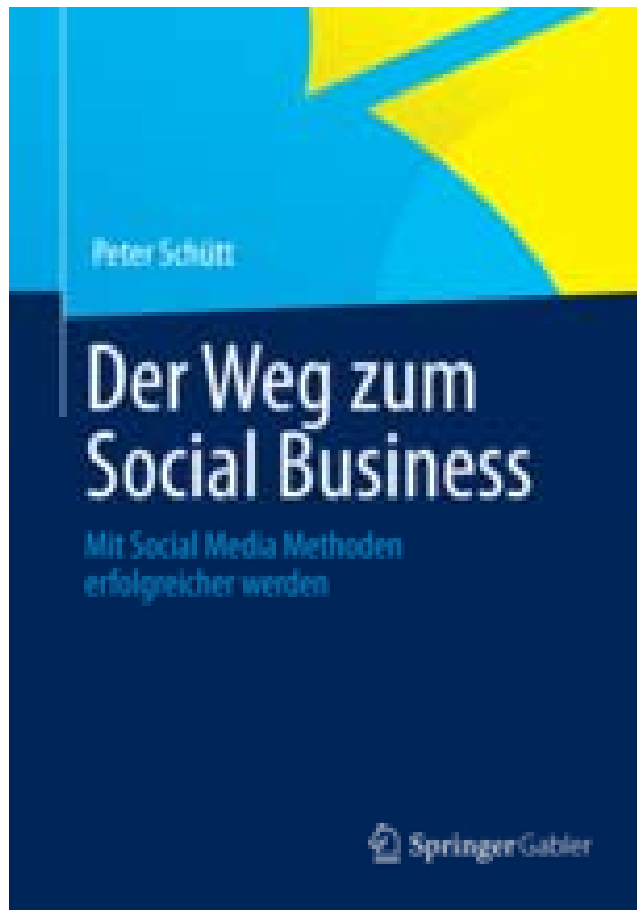
**Social = “marked by or passed in pleasant companionship with friends or associates” (Webster’s Dictionary 2013)**

**Can business be “friendly or pleasant companionship”?  
Is the term not rather an oxymoron?**

**Social Business = “Entrepreneurs will set up social businesses not to achieve limited personal gain but to pursue specific social goals.” (Yunus 2008, p. 21)**



## Peter Schütt: The Road to Social Business



- Author talks about the change in society, politics, personal life and the use of information systems that the emergence of Social Media has brought about.
- In the preface of his book, the author uses the term “Mitmach-Unternehmen”.
- The verb “mitmachen” can be translated as “participate”.
- As a consequence the title of the book should maybe rather be **“Participatory Business”**.
- → cf. first presentation “ENGAGEMENT”



## Differentiating features: access and ownership

### Social Media

Open platforms on the Internet  
(incl. members and content)  
that are run by providers

(the platform is a proprietary software of the provider)

Examples: Facebook, Twitter, YouTube, Skype, Flickr,  
Slideshare, Pinterest, Mendeley, Xing, LinkedIn,  
Blogger.de, Dropbox, Scribd, Delicious, foursquare, ...

### Enterprise Collaboration Systems

Closed platforms  
for use in companies

(hosted or in-house standard software)

Examples for software with the necessary features:  
IBM Connections, IBM Sametime, Sharepoint,  
Confluence, Alfresco, Yammer, Blogger, Wordpress, ...

Focus of our study

### Social Software

Features for the inner 4C  
(communication, cooperation, coordination and content)

Examples for features: chat, blogs, wikis, pinboard, bookmarks, file exchange, microblogging, social profiles, ...

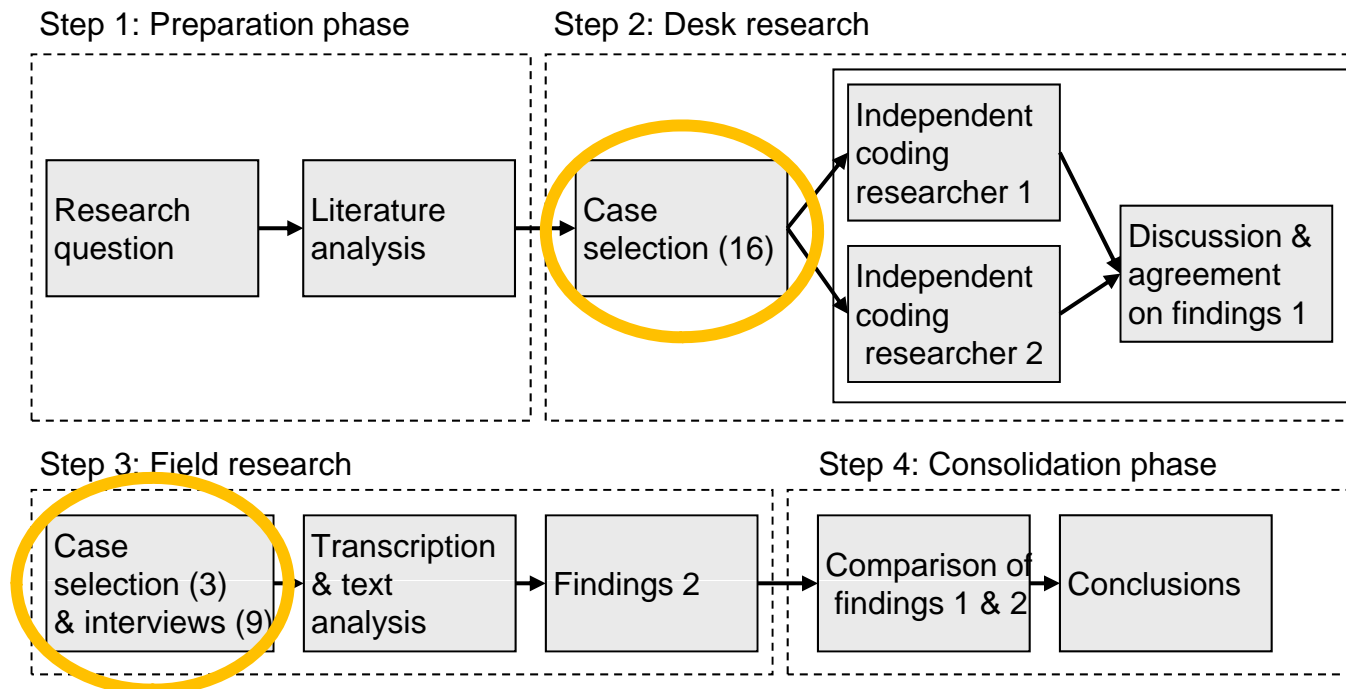


# Research Question

**What are companies doing with their Social Software Systems in the early stage of adoption?**

# Research Steps

Data sources: 16 + 3 = 19 companies





## Case Demographics

Case	Employees	Annual Turnover	Business Model	Industry	Observed roles
EDU	13	150.000 €	A2C	Education	IT experts, management, users
MANU	1800	350 Mio. €	B2B	Manufacturing	IT experts, management, users
ITSERV	2500	648 Mio. €	B2B	IT Services	IT experts, management, users



## ▾ UCC-CT



Übersicht

 • **Neuigkeiten**

Statusaktualisierungen

Mitglieder

Blog

Wiki

Dateien

Foren


Lesezeichen


## ▾ Subcommunitys

Projektmanagement

**Neuigkeiten**

Nachricht für die Community freigeben


**Peter Butsch** hat die Datei [DNUG-7.jpg](#) empfohlen.
Von: **Ingo Karge**
 Heute um 13:39 | 1 Empfehlung


**Marcel Kirchner** hat die Datei [DNUG-5.jpg](#) empfohlen.
Von: **Ingo Karge**
 Samstag um 13:10 | 3 Empfehlungen

**Petra Schubert** Samstag um 10:48  
Tolles Team!


**Ingo Karge** hat die Datei [DNUG-6.jpg](#) freigegeben.

 Freitag um 22:18

**Peter Butsch** hat eine Datei empfohlen. | Heute um 13:39

 [DNUG-7.jpg](#)

[Vorschau](#) | [Herunterladen](#) | 334 KB

 1 [Empfehlen](#)

Freigeben

Nicht mehr folgen

**Kommentare (0)** [Freigabe](#) [Neuigkeiten](#)
*Es sind keine Kommentare vorhanden.*

 Home

Alle Komponenten ▾

Suche



Anpassen

Erste Schritte

Ich folge

▪ **Statusaktualisierungen**

Benachrichtigungen

Aktion nötig

Gespeichert

Finden

Meine Seite

## Statusaktualisierungen

Zeigen Sie Statusaktualisierungen von Ihrem Netzwerk, von den Personen und Communitys an, denen Sie folgen.

Woran arbeiten Sie gerade?

Filtern nach:

Alle ▾

**Petra Schubert** hat eine Nachricht von **Ingo Karge** kommentiert, die in **Petra Schubert** veröffentlicht wurde.**Ingo Karge** DNUG war wieder Klasse - hab fast keinen Vortrag gehört ..... aber viele interessante Gespräche geführt ..

Sollten wir hier eine Mediagallerie einfügen ? In den 'Files' sieht keiner die Fotos ?



Heute um 14:48

**Petra Schubert** Heute um 14:48

Mediengallerie finde ich eine gute Idee.

**Marcel Kirchner** Eine informative DNUG war das wieder: Viele interessante Gespräche geführt, nächste Schritte fürs AbIWM-Seminar geplant und den Vortrag erfolgreich gehalten :)

Samstag um 12:59

**Ingo Karge** .. viele spannende Kontakte auf der DNUG ... Prof. Back, Prof. Klimpel, Dr. Arendt haben großes Interesse an unserer Collaborationplattform .... unser Netzwerk wächst ....

Freitag um 13:36

**Ingo Karge** Präsentiere UCC Plattform auf der DNUG

Donnerstag um 14:31

### Aufgabenliste



Sie verfügen über keine Aufgaben.

[Zu meiner Aufgabenliste wechseln](#)

### Empfehlungen

 **DNUG-5.jpg**

1 zugehörige Person

 **UCC-CT\_CSCW\_Exercise00.pdf**

1 zugehöriger Tag


1 zugehörige Person

 **Community Description****plakativer mit Links**

2 zugehörige Personen

 **DNUG.jpg**

1 zugehörige Person

 **DNUG-3.jpg**

1 zugehörige Person

1 - 5 von 15

[Zurück](#) | [Weiter](#)

### Ereignisse



Sie folgen keinen bevorstehenden Ereignissen oder nehmen an keinen teil.

 [Zum persönlichen Kalender hinzufügen](#)



## **Our analysis led to the following groups (classification, coding scheme)**

### **1. Collaboration scenarios**

**the business activity that the software supports**

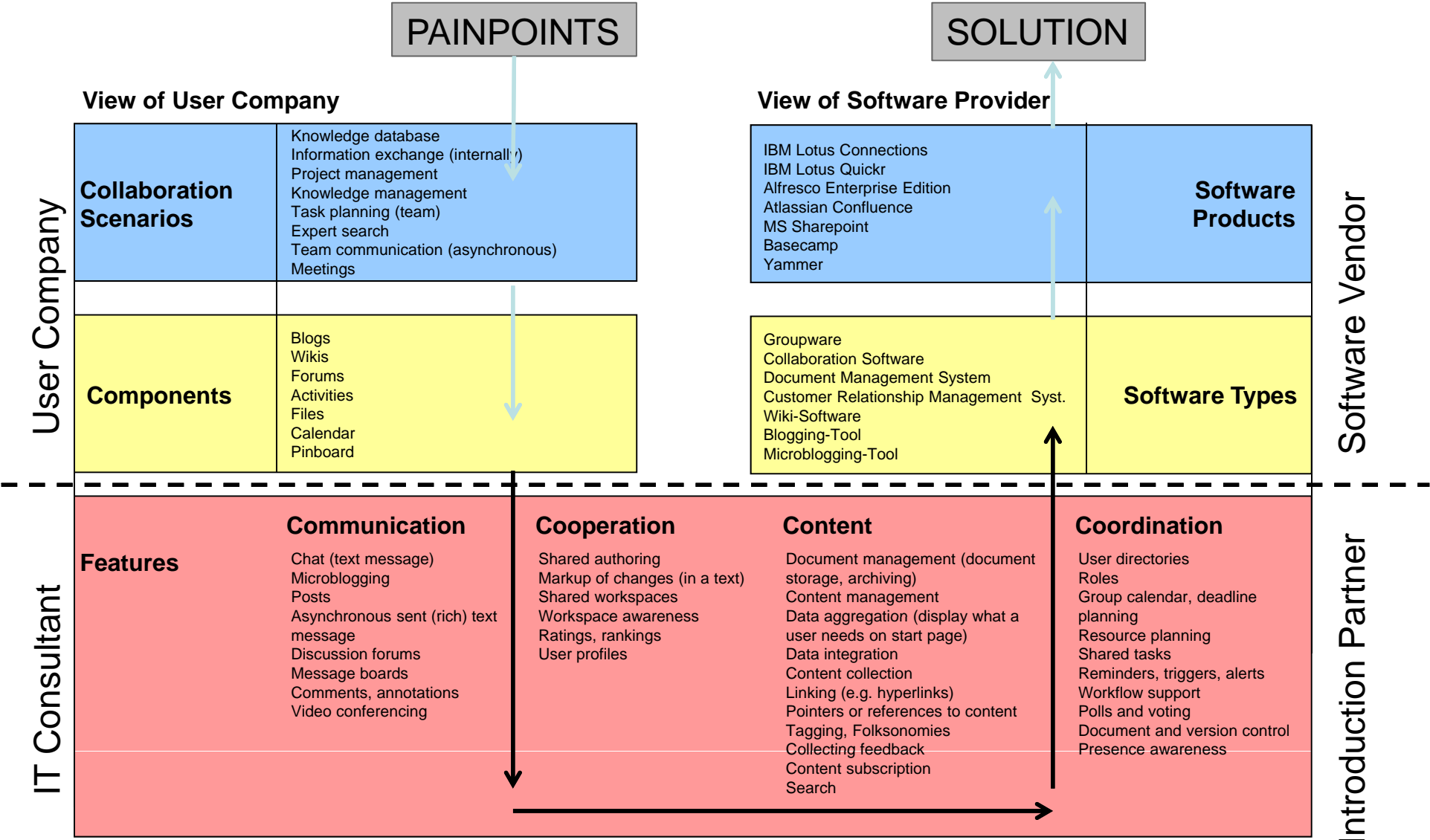
### **2. Components**

**a bundle of features that is used to support one or more collaboration scenarios**

### **3. Software functions (features)**

**the functionality that the software provides on the most granular level**

# Study Results: Introduction of Enterprise Collaboration Systems (Idealised Process)





## Collaboration Scenarios (existing cases)

Category: Collaboration Scenarios	
Codes	Codes (continued)
Information exchange with external parties	Real-time joint work
Information channel (external)	Meetings
Team communication (asynchronous)	Knowledge database
Team communication (synchronous)	Knowledge management
Conversations	Expert search
News publishing	Expert chat
Personal relationship management	Expert network
Problem solving	Support with problems
Project management	Information exchange (internally)

**Table 1:** Collaboration scenarios identified in the existing cases



## Collaboration Scenarios (new cases)

Category: Collaboration Scenarios	
New Codes	Existing Codes
Task planning (team) Information posts File sharing Calendar management Idea management Information storing and search	Team communication (asynchronous) News publishing Project management Meetings Knowledge database Knowledge management Information exchange (internally)

**Table 2:** Collaboration scenarios identified in the *new* cases



## **Scenarios that were mentioned most frequently over the whole case data**

- 1. Knowledge database**
- 2. Information exchange (internally)**
- 3. Project management**
- 4. Knowledge management**
- 5. Task planning (team)**
- 6. Expert search**
- 7. Team communication (asynchronous)**
- 8. Meetings**



## Study Findings: what do people adopt?

### 1. Meeting support

structured information and integration into existing infrastructure

### 2. Information accessible in thematic communities

replacing the much hated e-mail

### 3. Project management support

the joint team workspace





## General Findings

- 1. Private goes Business**
- 2. Personal Information Management**
- 3. Mobile Devices and Unified Communication**
- 4. Better (Workspace and Presence) Awareness**



**Thank you for your attention.**

**Petra Schubert and Susan P. Williams  
University of Koblenz-Landau, Germany**

8C Model for Enterprise Information Management

Collaborative Technologies - Evaluation Tool



Please, use the following reference when citing/using this work:

Williams, Susan P.; Schubert, Petra (2011): An Empirical Study of Enterprise 2.0 in Context, Proceedings of the 24th International Bled eConference, Bled, Slovenia, 2011.

[Click for Evaluation Tool](#)

Background:

The Evaluation Matrix for the 8C Model for Enterprise Information Management contains typical features of collaborative software. The Matrix is based on the inner core of the 8C Model which was developed by Prof. Dr. Susan Williams in March 2010 and subsequently refined.

The Matrix was developed jointly by Prof. Dr. Susan Williams and Prof. Dr. Petra Schubert for evaluation of software products and has been used by industry and for teaching. This file contains the current version of the feature list.

Publications on the 8C Model:

Williams, Susan P. (2010): Enterprise 2.0 and Collaborative Technologies, Koblenz: Working Report of the Research Group Business Software, May 2010, University of Koblenz-Landau, 2010.

Williams, Susan P. (2011): Das 8C-Modell für kollaborative Technologien, in: Schubert, Petra; Koch, Michael (eds.), Wettbewerbsfaktor Business Software, pp. 11-21, München: Hanser, 2011.

Williams, Susan P.; Schubert, Petra (2011): An Empirical Study of Enterprise 2.0 in Context, Proceedings of the 24th International Bled eConference, Bled, Slovenia, 2011.

Schubert, Petra; Williams, Susan P. (2011): Implementation of collaborative software in enterprise projects, Koblenz: Working Report of the Research Group Business Software, November 2011, Uni

Schubert, Petra; Williams, Susan P. (2012): Implementation of collaborative software in enterprise Technology, Issue 6, 2012.

The 8C-Model has been referenced in the following work:

Diehl, Roland; Schubert, Petra (2012): Der Weg zur Social Software Lösung für Unternehmen: Bedi Technologien, Multikonferenz Wirtschaftsinformatik (MKWI 2012).

Diehl, Roland; Küttner, Tim (2012): Change Factors in Enterprise 2.0 Initiatives: A multi-case comp. International Bled eConference, Bled, Slovenia, 2012.

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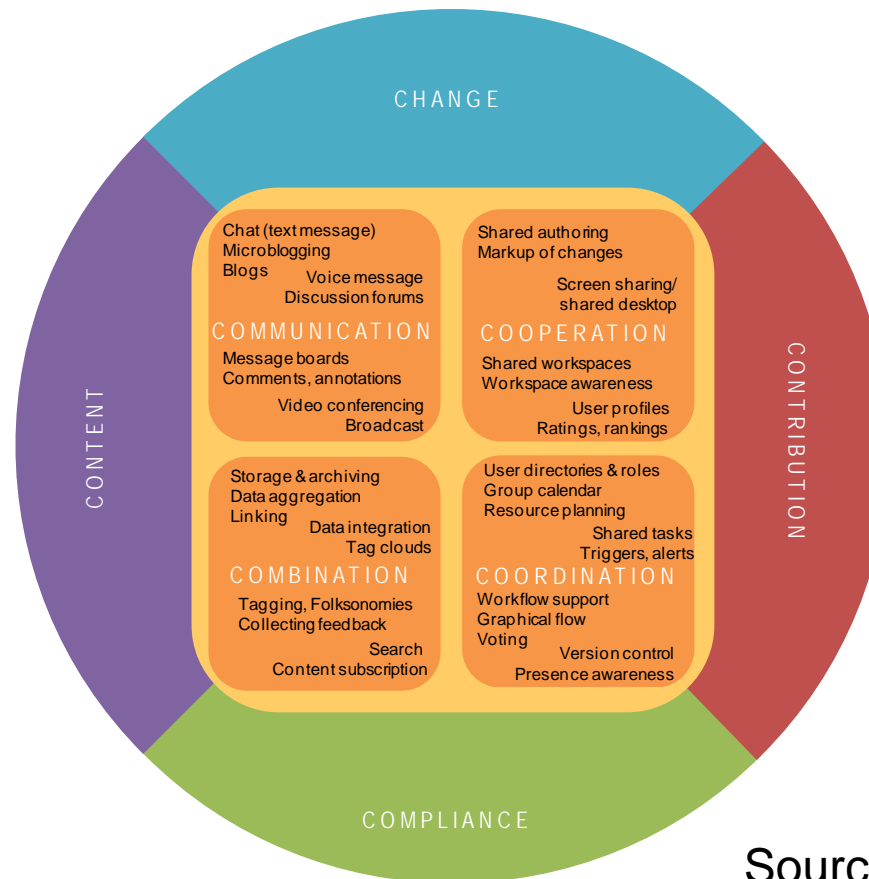
8C Model for Enterprise Information Management  
Collaborative Technologies - Evaluation Tool



Scale  
0 - function not supported  
1 - function supported

EVALUATION CRITERIA	TOOLS					Example functionality might be:
	Tool 1	Tool 2	Tool 3	Tool 4	Tool 5	
<b>COMMUNICATION (TOTAL)</b>	0	0	0	0	0	
1 Chat (text message)	0	0	0	0	0	e.g. SMS, Twitter
2 Microblogging	0	0	0	0	0	e.g. Twitter, Yammer
3 Blogs	0	0	0	0	0	e.g. diaries, 1 to many
4 Voice message synchronous	0	0	0	0	0	e.g. Skype, VOIP
5 Voice message asynchronous	0	0	0	0	0	e.g. answering machine/voice box
6 Asynchronous sent (rich) text message	0	0	0	0	0	e.g. E-Mail
7 Discussion forums	0	0	0	0	0	e.g. Newsgroups (hierarchical messag
8 Message boards	0	0	0	0	0	e.g. notice board
9 Comments, annotations	0	0	0	0	0	e.g. responses to blog posts
10 Video conferencing	0	0	0	0	0	e.g. Skype
11 Unified Communication	0	0	0	0	0	e.g. integration of different devices, i
12 Broadcast	0	0	0	0	0	e.g. Webcast, podcast
13 ### (other - please add any other criteria not already liste	0	0	0	0	0	
<b>COOPERATION/COLLABORATION (TOTAL)</b>	0	0	0	0	0	
1 Shared authoring	0	0	0	0	0	e.g. text editors, Wikis, whiteboard
2 Markup of changes (in a text)	0	0	0	0	0	e.g. revision marks

## 8C Model for Enterprise Information Management



Source: Williams 2011