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

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

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, ...

Focus of our study

© 2013 University of Koblenz-Landau | 5
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

Step 1: Preparation phase
- Research question
- Literature analysis

Step 2: Desk research
- Case selection (16)
- Independent coding researcher 1
- Independent coding researcher 2
- Discussion & agreement on findings 1

Step 3: Field research
- Case selection (3) & interviews (9)
- Transcription & text analysis
- Findings 2

Step 4: Consolidation phase
- Comparison of findings 1 & 2
- Conclusions

© 2013 University of Koblenz-Landau | 7
### Case Demographics

<table>
<thead>
<tr>
<th>Case</th>
<th>Employees</th>
<th>Annual Turnover</th>
<th>Business Model</th>
<th>Industry</th>
<th>Observed roles</th>
</tr>
</thead>
<tbody>
<tr>
<td>EDU</td>
<td>13</td>
<td>150,000 €</td>
<td>A2C</td>
<td>Education</td>
<td>IT experts, management, users</td>
</tr>
<tr>
<td>MANU</td>
<td>1800</td>
<td>350 Mio. €</td>
<td>B2B</td>
<td>Manufacturing</td>
<td>IT experts, management, users</td>
</tr>
<tr>
<td>ITSERV</td>
<td>2500</td>
<td>648 Mio. €</td>
<td>B2B</td>
<td>IT Services</td>
<td>IT experts, management, users</td>
</tr>
</tbody>
</table>
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 10:40
Tolles Team!

Freitag um 22:18

Ingo Karge hat die Datei DNUG-6.jpg freigegeben.
Statusaktualisierungen

Zeigen Sie Statusaktualisierungen von Ihrem Netzwerk, von den Personen und Communities 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 ...

Heute um 14:48

Petra Schubert: Heute um 14:48

Mediensälen finden ich eine gute Idee.

Marcel Kirchner: Eine informative DNUG war das doch: Viele interessante Gespräche geführt, nächste Schritte fürs AbDM 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 Collaboration Plattform ... unser Netzwerk wächst ....

Freitag um 13:30

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_CSCV_Exercise00.pdf
1 zugehöriger Tag
1 zugehörige Person

Community Description
plakativ 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
Collaboration Scenarios (existing cases)

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

**Table 1:** Collaboration scenarios identified in the existing cases
Collaboration Scenarios (new cases)

<table>
<thead>
<tr>
<th>Category: Collaboration Scenarios</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>New Codes</td>
<td>Existing Codes</td>
</tr>
<tr>
<td>Task planning (team)</td>
<td>Team communication (asynchronous)</td>
</tr>
<tr>
<td>Information posts</td>
<td>News publishing</td>
</tr>
<tr>
<td>File sharing</td>
<td>Project management</td>
</tr>
<tr>
<td>Calendar management</td>
<td>Meetings</td>
</tr>
<tr>
<td>Idea management</td>
<td>Knowledge database</td>
</tr>
<tr>
<td>Information storing and search</td>
<td>Knowledge management</td>
</tr>
<tr>
<td></td>
<td>Information exchange (internally)</td>
</tr>
</tbody>
</table>

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:

Backround:
The Evaluation Matrix for the 8C Model for Enterprise Information Management contains typical features of collaborative software. It 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:

The 8C Model has been referred to in the following work:

Scale
0 - function not supported
1 - function supported

<table>
<thead>
<tr>
<th>EVALUATION CRITERIA</th>
<th>Tool 1</th>
<th>Tool 2</th>
<th>Tool 3</th>
<th>Tool 4</th>
<th>Tool 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMUNICATION (TOTAL)</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Chat (text messaging)</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Microblogging</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Blogs</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Voice message synchronous</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Voice message asynchronous</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Asynchronous team (instant) message</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Discussion forums</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Message boards</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Comments, annotations</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Video conferencing</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Unified Communication</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Broadcast</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

| COOPERATION/COLLABORATION (TOTAL)  | 0      | 0      | 0      | 0      | 0      |
| Shared authoring                   | 0      | 0      | 0      | 0      | 0      |
| Markup of changes (in a text)      | 0      | 0      | 0      | 0      | 0      |

Example functionality might be:
- e.g. SMS, Twitter
- e.g. Twitter, Instagram
- e.g. diaries, 1 to many
- e.g. Skype, VOIP
- e.g. answering machine/voice box
- e.g. E-Mail
- e.g. Newsgroups (hierarchical message)
- e.g. notice board
- e.g. responses to blog posts
- e.g. Skype
- e.g. integration of different devices, platforms
8C Model for Enterprise Information Management

Source: Williams 2011