KIN International PhD Seminar 2012

Online Interaction and New Ways of Working

Organized by
Amsterdam Business Research Institute (ABRI)
VU University Amsterdam

Target Group
PhD candidates, post doctoral researchers and junior faculty
20-25 participants

Period
18-21 June, 2012

Deadline for Applications
1 June, 2012

Contact Person
Content inquiries: m.h.huysman@vu.nl
Practical Inquiries: m.buseman@vu.nl

Website
Ctrl+Click here

Purpose and Content

New ways of working refers to new ways in which knowledge workers communicate, coordinate and collaborate in increasingly distributed organizational contexts. This knowledge collaboration often happens in online environments, such as virtual teams online communities and online networks of practice. These online settings generate new ways of working that have important implications for our traditional ideas about work and organizational processes and the management of knowledge. For example, professionals creating online networks of practice in order to share knowledge over the formal boundaries of the organizations, also create dilemma’s in terms of the guarantee of quality, trust, knowledge integration, power, socialization, etc. Also, the growing use of virtual environment and mobile technology questions the traditional office architecture, while on the other hand we are all aware of the importance of face to face encounters to stimulate situated learning and serendipitous innovation; and the introduction of Social media in the workplace might significantly influence organizational power structures, social norms of communication and collaboration. These are just some examples that illustrate the significant changes that are and will come about when organizations seriously engage with online environments.
Building on the success of last year’s workshop (see http://www.abri.vu.nl/en/events/courses-and-workshops/kin/archive/index.asp), this year’s workshop is designed to help develop the insights and skills of PhD and early career researchers in theory development on online interaction and new ways of working as a specific subfield within this multi-disciplinary field of knowledge, information technology and networks (KiN). The purpose is to expand academic skills in order to conduct and publish valuable research. The workshop will also respond to the need to conduct unbiased academic research in a field characterized by frequently emerging and fading (technology-enabled) phenomena such as social media, e-commerce, open innovation, crowd-sourcing, knowledge management, online communities, etc.

After this workshop, participants will:

- Be familiar with research literature on latest development related to online interactions and new ways of working.
- Have the capacity to combine, integrate, and critically discuss the various perspectives and research methods and apply these to the analysis of current organizational challenges.
- Have insight into the relevance of the literature discussed in this course to participants’ own research project.
- Have a sense of what makes top quality research in this area.

**International faculty**

<table>
<thead>
<tr>
<th>Name</th>
<th>Institution</th>
<th>Website</th>
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<tbody>
<tr>
<td>Marleen Huysman</td>
<td>VU University Amsterdam (NL)</td>
<td><a href="http://www.kinresearch.nl">www.kinresearch.nl</a></td>
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<tr>
<td>Niki Panteli</td>
<td>University of Bath (GB)</td>
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<tr>
<td>Samer Faraj</td>
<td>McGill University (Canada)</td>
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<tr>
<td>Emmanuelle Vaast</td>
<td>McGill University (Canada)</td>
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**Format**

Internationally recognized faculty in information systems, knowledge networks and social media will discuss recent theoretical and methodological advances and will also provide insight into their own research projects. This will allow participants to gain further understanding of theoretical underpinnings and recent empirical applications.

Students will engage in intensive sessions with faculty, where they not only actively engage in discussions related to the insights offered by the faculty but also receive feedback on their own research. We will also have a more general session on writing, reviewing and publishing.
led by the faculty, which include editors of learning journals, such as *Journal of Computer-Mediated Communication* (JCMC), *Journal of Information Technology* (JIT), *Journal of the Association for Information Systems* (JAIS), *Management Information Systems Quarterly* (MISQ), *Information Systems Research* (ISR), and *Organization Science*.

In order to prepare, the workshop requires prior reading, including several classics as well as faculty publications. Those applicants selected for participation will receive a syllabus with the reading materials.

### Programme topics

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<tr>
<th>DATE</th>
<th>TOPIC</th>
<th>SPEAKER</th>
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<tbody>
<tr>
<td><strong>June 18</strong></td>
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<tr>
<td>Monday</td>
<td>Social Media at the Workplace</td>
<td><strong>Marleen Huysman</strong></td>
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<td>10am – 5pm</td>
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<td><strong>Professor of Knowledge &amp; Organization</strong></td>
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<td><strong>VU University Amsterdam (NL)</strong></td>
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<td><strong>June 19</strong></td>
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<td>Tuesday</td>
<td>Virtual Team Collaboration</td>
<td><strong>Niki Panteli</strong></td>
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<td>10am – 5pm</td>
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<td><strong>Reader in Information Systems</strong></td>
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<td><strong>June 20</strong></td>
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<td>Wednesday</td>
<td>Dynamics of Online Knowledge Networks</td>
<td><strong>Samer Faraj</strong></td>
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<td><strong>Professor of Technology, Management &amp; Healthcare</strong></td>
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<td><strong>June 21</strong></td>
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<td>Thursday</td>
<td>Online Networks of Practice</td>
<td><strong>Emmanuelle Vaast</strong></td>
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<td>9am – 12am</td>
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<td><strong>Associate Professor of Information Systems</strong></td>
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June 18 / Social Media at the Workplace / Marleen Huysman

New ways of working refers to new ways in which individual collaborate and communicate due to changing nature of interacting with technologies, including for example virtual reality, open offices, and social media. This changing nature of work requires academic analysis on how people make sense of their newly perceived environment. During this session, we will explore how the relation between IT and Organizational Change has been studied in general. In specific, we will focus on how affordances of technology in use could be analyzed and what implications this has for organization, communication and IS theory. Different theoretical perspectives related to working with new technologies are discussed. We will critically discuss various perspectives, question the concept of New Ways of Working, and develop new ideas.

Suggested Readings
- Barley, Meyerson and Grodal (2011) Email as a source and symbol of stress, Organization Science

June 19 / Virtual Team Collaboration / Niki Panteli

Over the last few years, there has been considerable interest in the “virtual” – teams, organizations, groups, and communities – in management research and practice. Underlying this research area is the assumption that we possess sufficient understanding about the nature of virtuality and the ability to distinguish what is virtual from what is not. Even though several researchers have attempted on various occasions to make a contribution in this field, we increasingly recognize that the nature of virtuality has neither been well-conceptualized nor fully explored. With this in mind, the session will start with a discussion on the meaning and dimensions of virtuality in information systems and the general management research field. Thereafter, the session will continue by exploring both empirically and theoretically
how collaboration develops within the virtual context. Issues that will be explored include: how to improve collaboration and knowledge sharing, how to develop trust and cohesiveness within virtual organizations, teams and communities, and how to best support virtual interactions.

Suggested Readings

- Thomas D.M. and Bonstrom R.P. (2010), Vital signs for virtual teams: an empirically developed trigger model for technology adaptation interventions, MIS Quarterly 34, 1, March 115-142

June 20 / Dynamics of Online Knowledge Networks / Samer Faraj

Online communities can be defined as new forms of organizing based on interest, occurring outside the scope of traditional organizational boundaries, and where technology mediates interactions in a primary way. We will focus on what makes people contribute online, the structure and sustainability of online communities, and how collaboration occurs online. We will take primarily a knowledge collaboration perspective as a guiding framework to evaluate the emerging literature.

Suggested Readings


**Additional Readings**


**June 21 / Electronic Networks of Practice / Emmanuelle Vaast**

This seminar will question the concept of “electronic” network of practice and the theoretical ambiguities associated with it. It will start by situating the concept within a social practice perspective before extending it to account for a wider range of social phenomena. It will deal with the knowledge and learning dynamics associated with networks of practice whose members can rely upon electronic tools. It will also discuss whether electronic networks of practice can or even should be managed. It will illustrate different situations in which people worked together and / or exchanged with each other as members of electronic networks of practice. During the seminar, students will also discuss new research opportunities and methodological issues associated with the investigation of electronic networks of practice and with the theorizing of their dynamics.

**Suggested Readings**


**Additional Readings**

**ECTS Credits**

Those students who want to receive (6) ECTS credits are required to hand in a paper within two months after completion of the PhD course in which a selection of the literature discussed during the course is applied to the research project of the participant. Papers will be reviewed by the faculty, where manuscripts graded as ‘sufficient’ result in 6 ECTS credits.

**Admission Requirements**

The selection committee looks forward to admitting students from a variety of backgrounds and universities. In particular, the committee will be interested in those applicants showing a clear connection to the field of Knowledge, Information and Networks.

**Fees and Expenses**

Participation in the PhD seminar requires a € 450 registration fee. Upon admittance to the seminar, an invoice will be send to your academic institution. All participants will be responsible for their own travel and accommodation arrangements and associated costs. Lunch and other planned activities in the programme are included in the registration fee. Selected candidates will receive more information regarding the appropriate accommodation arrangements and may also contact Margriet Buseman with further questions.

**Application Procedure**

Interested PhD candidates are asked to register via www.abri.vu.nl, and submit all required documents before 1 June, 2012 to Margriet Buseman.

1) Completed application form; (found online under registration)
2) A summary of max 2 pages including biographical sketch and a summary of research work in progress (e.g. papers and research proposals) that will be discussed and developed during the seminar.

Acceptance will be decided by a scientific committee composed of faculty members and be communicated before 1 June, 2012.
Contact details

For further information please contact Marleen or Margriet, or visit ABRI’s website for the KIN Summer School 2012, Online Interaction and New Ways of Working. The website will be updated with developments in the programme as well as other information.

Content inquiries

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Practical inquiries

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Links

Amsterdam Business Research Institute  www.abri.vu.nl
KIN Research                     www.kinresearch.nl