

Track n.7 - User-driven innovation in the public and private sector: participation, engagement and coproduction

Whereas it has long been assumed that public sector and private organizations develop new products and services for users who merely buy and consume what producers create, recent research shows that users collectively generate massive amounts of product and service innovation, also due to the availability of low cost enabling technologies. As pointed out by von Hippel, considering users as a major source of product and service innovation, leads to the framing of a new innovation paradigm, in which users play a central and very active role in developing products and services both with organizations and by themselves.

By considering users as a source of innovation, a new conceptualization of the role of users is needed that overcomes the rigid distinction between those who 'create' and those who 'consume' a product or a service. Hence, there is the need of a more elaborated conceptualization of the role of users in product and service design and provision based on participation and engagement. This view aims at making products and services not only user-friendly or user-centric but rather at improving the quality of decision-making, promoting greater trust and enhancing value creation through the exploitation of collaborative innovation networks established across the traditional boundaries of organizations. Participation, engagement and co-production are fundamental elements in the conceptualization of user-driven innovation both in the public and the private sector.

Although the concept of co-production has been around for decades, in recent years there has been a renewed interest in it mainly due to the search for new, innovative and cost-efficient ways to provide products and services and the desire to strengthen users' participation and engagement. Moreover, in terms of enabling technologies, the co-production approach can now rely on the widespread availability (and use) of ICT-based tools (e.g. ubiquitous mobile connectivity, social media, and other web 2.0 tools and applications) which allow not just for mass dissemination but also for mass production and collaboration. This offers new possibilities for collaborative product and service creation and provision where the distinctions between roles such as producers, professionals, practitioners, politicians, civil servants, experts, consumers and citizens are blurring and where products and services are users-centric not because they are designed FOR the users, but WITH the users and, increasingly often, BY the users themselves.

On the other hand, at the organizational level of internal ICT service providers, user driven solutions are not usually the product of the ICT department and may influence the success of technology delivery by stressing the capabilities of the ICT department. Challenges are extant in the context of security, governance, business to ICT alignment, etc.

The objective of the track is to discuss co-production, as the key for user-driven innovation, in the public and private sector from different theoretical and methodological points of view (e.g. Information Systems, Management, Service Science, Network Science) and to present case studies, successful examples and failures in order to collect lessons learned that may be useful for researchers and practitioners with an interest in this field.

Track main topics

Topics include (but are not limited to):

- Service co-production/co-creation in the public and in the private sector: differences and similarities
- Co-production as a tool for social innovation
- The role of social media to enable product and service co-production
- The wisdom of the crowd: crowdsourcing in product and service innovation using ICT collaboration tools

- ICT governance approaches to user driven innovation
- ICT-enabled collaborative public service production
- Open data, open government and co-production
- Co-production and the role of citizens in smart cities
- Case-studies and examples of co-production in the public and in the private sector
- How to assess the effects of co-production on organizations: addressing potential challenges in the context of security, governance, accountability, etc.
- Challenges of co-production for the work of professionals
- How users can be motivated to engage in product and service co-production
- The “dark-side” of co-production
- Shadow IT vs. user driven innovation
- Co-production in the 4.0 Industrial Revolution

Track Co-Chairs

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Living in the digital ecosystem: technologies, organizations and human agency

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Short bio	Nabil Georges Badr has over 30 years' experience in the field of IT/ICT management. His primary focus is on Healthcare IT systemic enterprise architecture, integration, implementation leadership, business process re-engineering, and governance. Dr. Badr is currently applying his ICT acumen as a technology transformation advisor to develop a mid and long term ICT strategy for the modernization of the emergency medical services at the Lebanese Red Cross. He holds a Doctorate of Business Administration from the Grenoble Graduate School of Business and is a doctoral degree supervisor in the fields of Health Informatics, Financial Governance, and IT management.

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Submission

Submissions will be evaluated through a standard blind review process. Track chairs will ensure anonymity of the review process.

Authors are highly encouraged to seek guidance from Track Chairs prior submitting the paper. We highly encourage authors to formalize this process by sending an abstract to the Track Chairs to receive feedback and guidance. Formal submission must specify the track that they are intended for. The page limit for contributions submitted in English is equal to 12 pages (maximum).



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Deadline for encouraged abstract submission: April 27, 2018

Deadline for full paper submission: May 31, 2018