itAIS & MCIS 2019
Digital transformation and social innovation in the current era:
organizing, managing and controlling

Track n. 12 - Online communities as a new form of digital collective action in a digital society

The digitalization of the society facilitates resources sharing, information diffusion, and cooperation among people. These cooperation forms go under the name of online communities. Online communities offer new digital venues for collaboration, interaction and sharing among independent actors who may lack previous acquaintance and may be seldom in physical contact. The existence of online communities, where both humans and technologies are constituting pillars, affects actions and behaviours of individuals, teams, and organizations. The implications and consequences of such influence is however still to be fully explored.

On the one side, we observe online communities being used by individuals, teams and organizations to work and cooperate in a hitherto unseen manner, affording for flexibility, increased absorptive capacity, participated knowledge generation and circulation, empowered capability to pursue communal objectives together.

On the other side, online communities form alternative contexts where people live in a bubble based on alternative facts and reality. Online communities clash and crash existing institutions, which are subject to shocks: companies are dematerialized with performance improvements and jobs losses and work transformation (like in the case of crowdsourcing platforms, or professional networks, or digital marketplaces); industries are disrupted and replaced by digital platforms; new forms of self-organizing challenge institutions or provide alternatives for service delivery.

Throughout the years, online communities have produced both great success and spectacular failures. Several communities are active, continuously producing ideas, and engaging members on daily activities. Moreover, new communities are built in novel domains. Nevertheless, many experiences instead are silent and fail in achieving their objectives.

Researchers on online communities in information systems have addressed aspects such as knowledge generation and sharing; motivations for membership; structures, rules, and coordination mechanisms of online communities. However, there are several issues yet to be explored. This track aims at furthering the debate among scholars on the bright and the dark side of online communities by contributing to the generation of theoretical knowledge on how online communities affect people and organizations in a digital society. The track welcomes both theoretical and empirical contributions studying online communities, in whatever context and under whichever perspective.

Track main topics

Paper submitted to the track shall discuss the following topics (the list is not to be intended as exhaustive):

- Affordances and hindrances of social media
- Design and management of online communities
- Social networks and social media
- Evolution of online communities
- Online communities supporting new businesses' offer
- Online communities as a management tool within organizations
- Online communities for eparticipation and social movements
- Smart cities and smart platforms
- Online and offline dimension of communities
- Virtual and hybrid organizations
- Cooperation and participation through online communities
- Co-production over online communities
- Interactions between physical organizations and online communities

Type of contributions invited:

We invite full research papers, research-in-progress papers, experience-in-the-field reports and case reports. Both empirically and/or theoretically grounded.

Track Co-Chairs	
Name – Surname	Alessio Maria Braccini
Title	Professor
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Short bio	Alessio Maria Braccini is Associate Professor of Information Systems at the University of Tuscia, Italy. He holds a PhD in Management of Information Systems from the LUISS Guido Carli University. His main research interest is the impact of ICT on teams and organizations. His works appeared in journals (among which GIQ, IJAIS, CAIS, IJECS, JCIT) and conferences (among which ICIS, ECIS, BIS, WOA, ItAIS). He has been track chair in past editions of ItAIS and WOA, and track chair and associate editor for ECIS.
Name – Surname	Tommaso Federici
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Short bio	Tommaso Federici teaches Human Resource Management at University of Tuscia (Viterbo, Italy) and Information Systems Management at LUISS University (Rome, Italy). He also taught at other Universities, Schools of management, Ph.D. programs. His recent research interests are: Online Communities for collective action, Influence of ICT on Political Processes, Digital Natives entering the workplace. His works are published on journals – among them: GIQ, CAIS, VINE, JEIM, JCIT – chapters of book, and proceedings of conference. He already chaired tracks and served as reviewer at itAIS and at ECIS.
Name – Surname	Øystein Sæbø
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Short bio	Øystein Sæbø is a Professor of Information Systems and Head of Centre for eGovernment research at the University of Agder, Norway. He holds a PhD in Computer Science from Aalborg University, Norway. His main research interests are eGovernment, eParticipation and ICT for Development. Øystein's work is published in journals such as Strategic Journal of Information Systems, The Information Society, Government Information Quarterly and Scandinavian Journal of Information Systems, and he is currently a Senior Editor of The Electronic Journal of Information Systems in Developing Countries (EJISDC), and an Associate Editor in the Information Systems Journal (ISJ).

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Track programme committee members
• Enrico Maria Mosconi, Università degli Studi della Tuscia, Viterbo • Mauro Romanelli, Università Parthenope, Napoli • Ludovico Bullini Orlandi, Università di Verona • Stefano Poponi, Università Niccolò Cusano, Roma • Marius Johannessen, Buskerud and Vestfold University College, Kongsberg, Norway • Sara Hofmann, University of Agder, Norway • Emanuele Gabriel Margherita, Università degli Studi della Tuscia, Viterbo

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). Formatting rules (LNCS Springer format) are available at this link: http://www.springer.com/it/computer-science/lncs/conference-proceedings-guidelines Deadline for encouraged abstract submission: April 21, 2019 **Deadline for full paper submission**: **May 20, 2019**