e-Services, Social Networks, and Online Communities

Digital media has affected not only the business world but also the society at large. Distance, time, and culture limits are no more an obstacle to interaction and collaboration among individuals and organizations, but seem to belong to the distant past. The rapid expansion and popularity of the digital media has encouraged the development of new ways to work and interact within organizations, changing the traditional working procedures and extending firm's boundaries (Chesbrough, 2003). For instance, it has favoured the proliferation of online (or virtual) communities (Garton et al., 1997; Lee & Cole, 2003), fostering the social and exchange processes among individuals and teams. Furthermore, the spread of digital media has also encouraged the development of business and market strategies, changing the nature of the organizations and their relationships with suppliers and customers. Social platforms, e-marketplaces and online workplaces are becoming the trading zone of commercial lives and social lives alike and as such are affecting the design of global communities and organizations. Many of these platforms have been created with the aim of riding the technological evolution of the Internet and building their competitive advantage or organizational transformations on the intensive, if not exclusive, use of network technologies. Some experiences have ended up as big failures (e.g., Covisint reported in Klein, Krcmar, 2006), others have disappointed stakeholders' expectations (e.g., Barnes and Noble (Barnes, Vidgen, 2002), yet others have reached enormous success revolutionizing entire markets, industrial sectors, and public administrations. ICTs and social networks have transformed the traditional meaning of citizen participation encouraging the development of new ways of interaction and involvement in shaping the urban environment. In this regard, some community-based forms of citizens' involvement (also known as community-based workshop), including Fab Labs, hackerspaces, makerspaces, and Living Labs (Tremblay, Scaillerez, 2020; Mersand, 2021), can serve as hubs and vehicles for citizen-driven transformation of city or as tools for regeneration purposes and place marketing for rural communities and small town.

The Track aims at discussing papers that seek to analyse the evolution of these platforms in their role as the enablers and constrainers of global collaborations.

Track main topics

This track accepts both full research paper and research in progress papers, encouraging theoretical and empirical contributions that cover the following topics, but are not limited to:

- Enterprise social networks
- New organizational form IT-enabled
- New services for mature industries and sectors
- Community-based workshop (e.g., Fab Labs, hackerspaces, makerspaces, and Living Labs)
- Social transformation throughout IT base platforms
- Social transformations
- Social networks
- Virtual organizations
- Online (or virtual) communities

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Track Co-Chairs

Name – Surname	Concetta Metallo
(primary contact)	
Title	Associate Professor
E-mail	metallo@uniparthenope.it
Affiliation	University of Naples 'Parthenope'

Name – Surname	María-Dolores Guillamón
Title	Associate Professor
E-mail	mdguillamon@um.es
Affiliation	University of Murcia (Spain)

Name – Surname	Rocco Agrifoglio
Title	Associate Professor
E-mail	Rocco.agrifoglio@uniparthenope.it
Affiliation	University of Naples 'Parthenope'

Track Program Committee Members

Mauro Romanelli – mauro.romanelli@uniparthenope.it - University of Naples 'Parthenope'

Roberta Oppedisano – roberta.oppedisano@uniparthenope.it - University of Naples 'Parthenope'

Paola Briganti – paola.briganti@uniparthenope.it - University of Naples 'Parthenope'

Ana-María Ríos – anamaria.rios@um.es –University of Murcia

Pedro-José Martínez - pedrojose.martinez3@um.es – University of Murcia

Beatriz Cuadrado-Ballesteros -u77171@usal.es –University of Salamanca

Maria Testa – maria.testa@collaboratore.uniparthenope.it - University of Naples 'Parthenope'

Raffaella Nastari – raffaella.nastari@collaboratore.uniparthenope.it - University of Naples 'Parthenope'