

## Communities in the Digital Economy Concepts, Models and Platforms

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Community building and development are a key success factor in the digital economy. They differentiate business models in the digital economy from traditional one's. Examples of these communities are Internet shops, portal sites, groupware systems, electronic auctions, billboards, enterprises or organizations. Product-centered communities as well as communities of interest are relevant for electronic marketing, as for example the reader communities at Amazon.com, Dreamworks or the open source community of Linux. Communities of practice or learning communities are also pivotal for knowledge management.

As these examples show, online communities differ in their orientation. The features that all types of communities share are common interests, practices, languages and ontologies with common semantics as well as normative issues. The papers presented in this minitrack address community-related issues such as business models and design principles for special aspects of community platforms. The last four papers of the minitrack present case studies of specific communities.

In the paper 'Customer Role Ambiguity in Community Management' Holmstrom and Henfridsson identify customer role ambiguity as a critical issue for successful community management practice. Using a case study of a computer gaming community, they illustrate the challenge of balancing the role of the customer as both consumer and producer of value, and how customer role ambiguity can emerge in product-centered communities.

In the paper 'Using Event Semantics for Modeling Contracts' Tan and Thoen present a logical formalism to represent the content of business contracts. This formalism can be used to develop applications that can automatically negotiate and process contracts in on-line communities. The formalism is based on Formal Language for Business Communication (FLBC) and event semantics.

In the paper 'Cooperative Agent Systems: Artificial Agents Play the Ultimatum Game' Zhong, Kimbrough, and Wu compare artificial agents' behavior to play the

ultimatum game with that predicted by classical game theory. The ultimatum game is a well-known benchmark case in the study of bargaining and negotiation. In particular they investigate questions such as will learning software agents do better? What will happen when smart learning agents play against dumb (no-learning) agents?

In the paper 'Launching Multi-Modal Interaction on an EC-site' Pekkola, Heikkila and Tuunainen investigate the importance of awareness between the different customers of an on-line electronic commerce site. They argue that more sophisticated application software is needed to facilitate interactive and context-sensitive communication between consumers of an EC-site, and they also present a platform for supporting this awareness among customers.

In the paper 'Social Capital and Volunteerism in Virtual Communities: The Case of the Internet Chess Club' Ginsburg and Weisband studied the theory of social capital and volunteerism in an online gaming community, the Internet Chess Club. They discuss how increased social capital provides broad classes of benefits to the participants of the network and suggest how volunteerism can be expected to increase the social capital of a network.

In the paper 'Vicos: The Virtual Community of Students' Dettling and Schubert investigate the concept of a virtual community of students which consists of different interest groups in and around Swiss universities. Vicos combines aspects of both a learning and business community. The key contribution of this paper is the link between the conceptual community design of vicos and the business model that is needed to successfully operate vicos as a sustainable Internet platform.

In the paper 'Social Profiles of Virtual Communities' Hummel and Lechner present an approach to describe and manage the social environments of transactions that are provided in virtual communities. The models is a result of an empirical study of 50 virtual communities.

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