

**COLLABORATIVE ENVIRONMENTS FOR VALUE CREATION
MINI-TRACK
COLLABORATION SYSTEMS & TECHNOLOGY TRACK**

Mini Track Chairs:

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The Minitrack on Collaborative Environments for Value Creation addresses how organisations may improve their ability to create value. The use of networking and collaborative technologies to support groups as they create shared understanding and work to attain their goals fosters new kinds of collective work. The papers in this minitrack bring together emerging research that considers the ways in which collaborative environments are set up, used and measured. Defining and measuring value remains as illusive as it is difficult. The value of collaborative environments is even more challenging. The papers in this minitrack attempt to do both to their merit.

In the first paper entitled “*WebEv - a Collaborative Environment for Supporting GQM Measurement Frameworks*”, is authored by Lerina Aversano, Thierry Bodhuin, Gerardo Canfora and Maria Tortorella. It proposes a framework for measuring business processes and supporting software systems. A collaborative environment implemented by the authors for supporting the management of measurement frameworks and assessment activities, is piloted in a case study. The results of this study suggest that such a system has value for an organization such as the small government department studied in this paper.

Christian Bach, Salvatore Belardo, and Sue R. Faerman are the authors of the second paper entitled “*Employing the Intellectual Bandwidth Model for Measuring Value Creation in Collaborative Environments*”. This paper dwells

on the questions of how do we measure value creation in organisations? It suggests that practioners need practical methods to enable them to measure value in organisations and proposes a reflective research method. Using this method and a questionnaire, the authors measure value creation in laboratories collaborating on HIV research. The data collected is mapped on to the Intellectual Bandwidth Model and the gap between potential for value creation and actual value creation is analyzed.

The final paper entitled “*Satisfaction Attainment Theory as a Model for Value Creation*” is by Robert O. Briggs, Sajda Qureshi and Bruce Reinig. This paper suggests that value creation is a phenomenon that occurs in the minds of individual stakeholders. The argument put forward in this paper is compelling: if organisations exist to create value for their stakeholders that their stakeholders could not create for themselves as individuals, then the more value an organization creates for its stakeholders, the more likely it is to survive. In order to understand value creation, the cognitive mechanisms that give rise to perceptions of value might be useful to explain how and why those perceptions come to exist. This paper proposes Satisfaction Attainment Theory as a Model of Value Creation. This model has implications for the success of IT implementation, adoption and diffusion and change management. It also explains why sex sells !