

Collaboration Ecosystems MiniTrack

Collaboration is increasingly essential for cocreating value across geographic distances and among diverse groups of people within, between, and outside of organizations. With higher demand for remote opportunities and dispersed talent around the world, digital platforms and interconnected systems provide a means for collective engagement among firms and customers in markets. Prior Information Systems research provides important insights into how collaboration systems are designed, developed, and deployed to support collective decision making, group processes, communication, and coordination. However, these technology-based systems are nested within broader, multi-level and multi-sided sociotechnical and economic ecosystems that shape the nature, scope and impact of collaboration.

Collaboration ecosystems are sociotechnical structures and networks of relationships that support interactions among interdependent participants within, across and outside of organizations. These interdependent actors operate along different logics that may converge or conflict and often rely on technological platforms for opportunities to engage. Collaboration engagement is guided by social norms that reflect a specific notion of interdependence and mediated by collaboration technologies, which lead to the cocreation of value for individuals, groups and society at large. The importance of this interdependence is evidenced in network effects that increase in complexity through diversity actors and variety of resources. This inter- and intra-organizational complexity has the potential to create greater value as it attracts and connects more participants, including customers or end users, interacting for their mutual benefit; the whole is more than the sum of its parts.

This minitrack centers on the exploration of collaboration ecosystems, or the multi-sided, multi-level sociotechnical systems in which joint efforts to create value and associated collaboration technologies are embedded. Prior contributors highlighted the role of technology across multiple levels of collaboration, from consumer collectives to manufacturing networks to entrepreneurship ecosystems. We seek a wide variety of papers that investigate the nested nature of collaboration technologies in markets, as well as networks of actors and their dynamic relationships that support collaboration practices, processes, and outcomes. We encourage the submission of both theoretical and empirical papers, and all types of methods (qualitative or quantitative) are welcome.

Topics of interest include, but are not limited to, the following:

- How Collaboration Ecosystems Support Wellbeing
- Economic Drivers and Impacts of Collaboration Ecosystems
- Platform Design for Multi-level, Multi-sided Collaboration Ecosystems
- Collaboration Practices and Capabilities
- Innovation Diffusion through Collaboration Practices
- Value Cocreation and Innovation in Collaboration Ecosystems
- Collaboration vs Competition in Value Cocreation
- Methods for Evaluating Collaboration
- Dimensions and/or Types of Collaboration
- Collaboration Practice, Processes and Outcomes
- Institutions and Institutional Arrangements/Logics that Support/Hinder Collaboration
- Emergence of Collaboration in Market-based Ecosystems
- (Re)Emergence of Markets via Collaboration
- Antecedents and Consequences of Collaboration in Markets
- The Role of Devices and Data in Collaboration

Nascent research on collaboration ecosystems underscores the importance of conceptual and theoretical development. Conceptual articles of the minitrack that are of high scholarly quality and have a good fit with the journal's aims and scope (the study of markets and marketing), will be considered for fast-tracked publication in *AMS Review*. Selected authors will be notified about the opportunity to submit their work as a regular submission. However, editor, associate editors, and reviewers will commit to a speedy review process while keeping the quality of the journal in mind. Hence, the invitation to the fast-track does not guarantee publication.

The Hawaii International Conference on System Sciences (HICSS – <https://hicss.hawaii.edu/>) is an interdisciplinary forum and highly interactive working environment for top scholars and industry professionals. Research presented and published in HICSS proceedings are highly cited and globally impactful.

Submit a paper by June 15, 2024 – <https://hicss.hawaii.edu/authors/>

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